

Enrolment Program Structure

Program Code – BB5

Program Name – Bachelor of Business (Management) (Marketing)

Location – Gippsland, Mt Helen, Online

Year 1 (eg 2018)			
Semester 1	Course Code	Course Name	Pre-requisites
	BUMGT2621	Business Communication	Nil
	BUACC1508	Principles of Accounting and Finance	Nil
	BULAW1502	Fundamentals of Law	Nil
	BUMGT1501	Management Principles	Nil
Semester 2			
	BUHRM1501	Introduction to Human Resource Management	Nil
	BUECO1509	Principles of Economics	Nil
	BUMKT1501	Introduction to Marketing	Nil
	BUMKT2604	Social Media Marketing	Nil
Year 2 (eg 2019)			
Semester 1	Course Code	Course Name	Pre-requisites
	BUMGT2601	Managerial Skills	BUMGT1501
	BUMGT2606	Managing People at Work	BUMGT1501
	BUMKT2601	Services Marketing	BUMKT1501
	BUMGT2602	Managerial Research Methods	Successful completion of at least six courses in the program
Semester 2			
	BUMGT2614	Project Management	BUMGT1501
	BUMKT2602	Consumer Behaviour	BUMKT1501
	BUGEN2630	Principles of Responsible Business	Nil
		Work Integrated Learning (WIL)	Completion of at least 16 Courses in the Program.
		For WIL course options - see page 2 of electives list, Semester 1, 2018.	

Year 3 (eg 2020)			
Semester 1	Course Code	Course Name	Pre-requisites
	BUHRM3701	Management of Change & Organisational Development	BUHRM1501
	BUMGT3739	Creativity and Innovation	Nil
	BUMKT3706	Product Management	BUMKT1501 plus successful completion of 4 third level Business courses
	BUMKT3705	International Marketing	BUMKT1501
Semester 2			
	BUMGT3702	Strategic Management	BUMGT1501
	BUMGT3715	Designing Effective Organisations	BUMGT1501
	BUMKT3702	Marketing Strategy and Analysis	BUMKT1501
	BUMKT3701	Marketing Communication	BUMKT1501

Additional Information

- No more than 10 introductory courses are to be completed.
- All courses have a value of 15 credit points, unless otherwise specified.
- No more than 4 general elective courses from other FedUni schools are to be completed.
- While students are encouraged to complete more, a minimum of five level three courses (3700 or 3500 range) are to be completed.
- This program structure applies to students commencing from 2018. Students who commenced prior to 2018 should contact the Undergraduate Administrator for appropriate checklist and program information.
- If you are unable to, or are having difficulties enrolling in *myStudentCentre*, please contact Student HQ on 1800 333 864 or email info@federation.edu.au for program administration information and assistance.

Glossary

Semester – designated teaching period

Co-requisite – a selection of courses that need to be completed at the same time

Pre-requisite – a course or courses that must be completed prior to undertaking another course

Major/Minor – the main subject area of study completed as part of a degree

Level (i.e. first, second, third) - introductory (1000), intermediate (2000), advanced (3000) level courses

ODL - Course offered online only