

Program Code – BB5

Program Name – Bachelor of Business (Marketing)

Location – Berwick, Gippsland, Mt Helen, Online

YEAR 2021			
Semester 1	Course Code	Course Name	Pre-requisites
	BUACC1508	Principles of Accounting and Finance	Nil
	BULAW1502	Fundamentals of Law	Nil
	BUMGT1501	Management Principles	Nil
	BUMKT1501	Introduction to Marketing	Nil
Semester 2	Course Code	Course Name	Pre-requisites
	BUECO1509	Principles of Economics	Nil
	BUGEN1525	Preparing for Professional Experience <i>(highly recommended elective)</i>	Nil
	Elective	See available courses and electives list.	
	Elective		
YEAR 2022			
Semester 1	Course Code	Course Name	Pre-requisites
	BUMKT2601	Servicing Marketing	BUMKT1501
	BUGEN2630	Principles of Responsible Business	Nil
	BUMGT2621	Business Communication	Nil
	BUGEN1502	Business Statistics	Nil
Semester 2	Course Code	Course Name	Pre-requisites
	BUMKT2602	Consumer Behaviour	BUMKT1501 or SPMAN1002
	BUMKT2604	Social Media Marketing	BUMKT1501 or SPMAN1002
	Elective	See available courses and electives list.	
	Elective		

YEAR 2023			
Semester 1	Course Code	Course Name	Pre-requisites
	BUMKT3705	International Marketing	BUMKT1501 or SPMAN1002
	BUMKT3706	Product Management	BUMKT1501 or SPMAN1002 plus successful completion of 4 intermediate courses from Business
	BUMGT3739	Creativity and Innovation	Nil
	Elective	See available courses and electives list.	
Semester 2	Course Code	Course Name	Pre-requisites
	BUMKT3702	Marketing Strategy and Analysis	BUMKT1501 or SPMAN1002
	BUMKT3701	Marketing Communication	BUMKT1501 or SPMAN1002
	Elective	See available courses and electives list.	
	WIL	Work Integrated Learning (WIL)	Varies depending on course - completion of at least 4 to 16 courses in the Program.
For WIL course options - see page 2 of electives list.			

Additional Information

- No more than 10 introductory courses are to be completed.
- All courses have a value of 15 credit points, unless otherwise specified. Students must complete 360 credit points.
- 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 2021. Students who commenced prior to 2021 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