

Enrolment Program Structure

Mid-Year Intake

Program Code – BB5

Program Name – Bachelor of Business (Marketing)

Year 1 (eg 2017)

Semester 2	Course Code	Course Name	Pre requisites
	BUMKT 1501	Introduction to Marketing	Nil
	BUECO 1509	Principles of Economics	Nil
	BUMGT 1501	Management Principles	Nil
	Elective	See available elective courses which may include BUHRM1501 Introduction to HRM, BUMKT2604 Social Media Marketing, BUACC1507 Accounting Fundamentals or the core course BUMGT2621 Business Communications	

Year 2 (eg 2018)

Semester 1	Course Code	Course Name	Pre requisites
	BUGEN 2630	Principles of Responsible Business	Nil
	BUMGT 2621	Business Communication	Nil
	BUACC 1508	Principles of Accounting and Finance	Nil
	BULAW 1502	Fundamentals of Law	Nil
Semester 2			
	BUMKT 2602	Consumer Behaviour	BUMKT 1501
	BUMKT 2604	Social Media Marketing	Nil
	Elective	See available elective courses which may include BUHRM2601 Human Resource Development, BUMGT2614 Project Management, BULAW2642 Employment Law, BUHRM2602 Industrial Relations	
	Elective		

Year 3 (eg 2019)

Semester 1	Course Code	Course Name	Pre requisites
	BUMKT 2601	Services Marketing	BUMKT 1501
	BUMGT 2602	Managerial Research Methods	Nil
	Elective	See available elective courses which may include BUMGT2601 Management Skills, BUMKT2606 Managing People at Work, BUHRM2603 Staffing Organisations, BUGEN1502 Business Statistics,	
	Elective		
Semester 2			
	BUMKT 3702	Marketing Strategy and Analysis	BUMKT 1501
	BUMKT 3705	International Marketing	BUMKT 1501
	BUMKT 3701	Marketing Communication	BUMKT 1501
	Elective	See available elective courses which may include BUMGT2614 Project Management, BUMGT3702 Strategic Management, BUHRM3702 Strategic HRM, BULAW2642 Employment Law	

Year 4 (eg 2020)

Semester 1	Course Code	Course Name	Pre requisites
		Work Integrated Learning course	Completion of at least 16 courses in the program.
	BUMGT 3739	Creativity & Innovation	Nil
	BUMKT 3706	Product Management	BUMKT 1501
	Elective	See available elective courses which may include BUHRM3705 Reward and Performance Management, BUHRM3701 Management of Change and Organisational Development, BUHRM2603 Staffing Organisations	

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 student are encouraged to complete more, a minimum of five level three courses (3700 range) are to be completed.
- This program structure applies to students commencing from 2016. Students who commenced prior to 2016 should contact the Undergraduate Administrator for appropriate checklist and program information.

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 (ie first, second, third) – introductory, intermediate and advanced level courses