

Program Code – BB5

Program Name – Bachelor of Business (Marketing)

Location – Berwick, Gippsland, Mt Helen, Online

Continuing Students – Teach Out

YEAR ONE			
Semester 2	Course Code	Course Name	Pre-requisites
	BUECO 1509	Principles of Economics	Nil
	BUGEN 1525	Preparing for Professional Experience <i>(highly recommended elective)</i>	Nil
	BUMGT 1501	Management Principles	Nil
	Elective	See available courses and electives list.	
YEAR TWO			
Semester 1	Course Code	Course Name	Pre-requisites
	BUACC 1508	Principles of Accounting and Finance	Nil
	BUGEN 2630	Principles of Responsible Business	Nil
	BULAW 1502	Fundamentals of Law	Nil
	BUMKT 1501	Introduction to Marketing	Nil
Semester 2	Course Code	Course Name	Pre-requisites
	BUMKT 2602	Consumer Behaviour	BUMKT1501 or SPAN1002
	BUMKT 2604	Social Media Marketing	BUMKT1501 or SPAN1002
	Elective	See available courses and electives list.	
	Elective	See available courses and electives list.	
YEAR THREE			
Semester 1	Course Code	Course Name	Pre-requisites
	BUGEN 1502	Business Statistics	Nil
	BUMGT 2621	Business Communication	Nil
	BUMKT 2601	Servicing Marketing	BUMKT1501
	Elective	See available courses and electives list.	

Semester 2	Course Code	Course Name	Pre-requisites
	BUMKT3701	Marketing Communication	BUMKT1501 or SPMAN1002
	BUMKT3702	Marketing Strategy and Analysis	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.			

YEAR FOUR			
Semester 1	Course Code	Course Name	Pre-requisites
	BUMGT3739	Creativity and Innovation	Nil
	BUMKT3705	International Marketing	BUMKT1501 or SPMAN1002
	BUMKT3706	Product Management	BUMKT1501 or SPMAN1002 plus successful completion of 4 intermediate courses from Business
	Elective	See available courses and 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 who commenced MID YEAR prior to 2022.
- If you are unable to, or are having difficulties enrolling in *myStudentCentre*, please contact Student HQ on 1800 333 864 or visit the FRED portal - <https://fred.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