

Bachelor of Commerce

Marketing



Year 1

Semester 1	LWST 114 Introduction to Commercial Law	ECON 113 Economies and Markets	BMGT 116 Principles of Management	COMM 112 Financial Information for Business
Semester 2	MKTG 115 Principles of Marketing	COMM 111 Introductory Statistics	Elective	Elective

Year 2

Semester 1	MKTG 202 Social Marketing and Ethics	Elective	Elective	Elective
Semester 2	MKTG 205 Consumer Behaviour and Wellbeing	Elective	Elective	Elective

Year 3

Semester 1	MKTG 301 Marketing Analytics and Research	Elective or List A	Elective	Elective
Semester 2	Elective or List A	Elective or List A	Elective	Elective

 = Compulsory Course  = Elective

Bachelor of Commerce

Marketing



Summary of regulations for students beginning this degree in 2018:

(Unless noted otherwise, each course is 15 credits)

- At least 360 credits (24 courses)
- All the compulsory courses
- No more than 165 credits (11 courses) at the 100-level
- At least 75 credits (5 courses) at the 300-level
- Complete a minimum of 3 courses from List A below

List A

Semester 1:

MKTG 311 - Product Design
MKTG 322 - Retailing and Sales Management

Semester 2:

MKTG 304 - Services Marketing
MKTG 308 - Agribusiness Strategic Management
MKTG 321 - Promotion Management
MKTG 333 - International Brand Management
(not on offer 2018)

Note: Either BMGT 315 Project Planning and Management or RECN 393 Practicum: Practical Experience in Sport and Recreation Management can substitute for one 300-level MKGT course.

Prerequisites

To enrol in courses at the 200 level or above, you may need to have completed specific courses at the 100 level. When planning your degree, make sure you are including these lower level courses so that you have the right preparation for the more advanced courses.

You can check the prerequisites for each course on our website: www.lincoln.ac.nz/study/courses.

First Year Students

Enrol in your compulsory First Year courses then discuss electives with your Course Advisor during Semester 1.

Suitable electives may be:

Semester 2:

ACCT 101 - Accounting Fundamentals
PSYC 102 - Introduction to Social Psychology
VAPM 101 - Introduction to Property
RECN 111 - Professional Studies in Sport and Recreation Management

Course Advisor

For advice selecting your electives, and planning your degree, please contact your Course Advisor:



Course Advisor

Valerie Manna

E: valerie.manna@lincoln.ac.nz

P: +64 3 423 0250

