

# Bachelor of Commerce (BCom)

## Marketing

### FIRST YEAR

<b>Semester 1</b>	LINC 101 Land, People and Economies <b>1</b>	COMM 110 The Global Business Environment <b>3</b>	COMM 113 Economies and Markets <b>4</b>	COMM 112 Financial Information for Business <b>7</b>
<b>Semester 2</b>	MKTG 102 Societal Marketing, Macro-Marketing, and Ethics <b>2</b>	COMM 111 Transforming Data into Information <b>3</b>	COMM 114 Introduction to Commercial Law <b>7</b>	Elective

### SECOND YEAR

<b>Semester 1</b>	COMM 201 Managing People <b>2</b>	COMM 202 Managing Value <b>6</b>	Elective	Elective
<b>Semester 2</b>	LINC 201 Sustainable Futures <b>1</b>	COMM 203 International Trade <b>4</b>	MKTG 205 Consumer Behaviour and Wellbeing <b>6</b>	Elective

### THIRD YEAR

<b>Semester 1</b>	MKTG 301 Marketing Analytics and Research <b>2</b>	Elective or List A	Elective or List A	Elective
<b>Semester 2</b>	COMM 301 Integrated Business Analysis <b>6</b>	Elective or List A	Elective or List A	Elective

= compulsory course

### Summary of regulations:

(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 (five courses) at the 300-level
- A minimum of **four** from List A below.

LIST A	Semester	Block
MKTG 311	1	3
MKTG 322	1	7
MKTG 304	2	2
MKTG 308	2	3
MKTG 321	2	4

### First Year Students

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

### Suitable electives may be:

Course	Semester	Block
ACCT 101	2	4
PSYC 102	2	5
VAPM 101	2	5
REC N 111	2	6



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