

# 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
RECN 111	2	6



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*This planner has been prepared using the 2017 regulations and was correct at the time of publishing. If you are beginning your degree in 2017 these are the regulations for your degree. If you began your degree in 2016 or earlier regulations may have changed so you are encouraged to discuss your enrolment with your Course Advisor.*