

Department of Business

SUGGESTED PROGRAM OF STUDY

BACHELOR OF COMMERCE (2009) (MARKETING & DEMOGRAPHICS)

This is a suggested study plan for the Bachelor of Commerce (Marketing & Demographics). This document is to be used as an **example only** and does not replace the Handbook of Undergraduate Studies <http://handbook.mq.edu.au/> or the University Timetable <http://www.timetables.mq.edu.au/>.

General requirements: Minimum number of credit points required for the degree: 68; maximum number of credit points at 100 level: 30; Minimum number of credit points in units at 300 level or above designated as commerce or economics units: 18 and completion of other specific requirements as set out below.

Full-time Students, First Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG101*	Marketing Fundamentals	3	ECON111	Microeconomic Principles	3
DEM127*	Demographic Fundamentals	3	STAT170*	Introductory Statistics	3
ECON110	Macroeconomic Principles	3	100	Level Elective or General Credit	3
100	Level Elective or General credit	3	100	Level Elective or General credit	3

Maximum number of credit points at 100 level: 30.

Full-time Students, Second Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG203	Consumer Behaviour	3	MKTG202	Marketing Research	3
DEM255	Topics in Demography	3	DEM256	Business Demographics	3
100 or 200	Level Elective or General Credit	3	100 or 200	Level Elective or General Credit	3
200	Level Elective or General Credit	3	200	Level Elective or General Credit	3

Please choose your 200 level units **carefully** as they may not form part of the prerequisite requirements for your preferred 300 level units.
If you are unsure about your selection of elective units please seek advice from Department of Business.

Full-time Students, Third Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG302	International Marketing	3	MKTG304	Marketing Strategy Project	3
MKTG303	Marketing Strategy: Analysis and Decisions	3	DEM356	Demographic Techniques	3
DEM355	Social and Applied Demography	3	300	Level Commerce/Economics unit (Not ACST units or ACCG310 or ACCG323)	3
200	Level Elective or General Credit	3			

Minimum number of credit points in units at 300 level or above designated in the Schedule of Undergraduate Units as Commerce or Economics units = 18.

Note: * These units are available in both semesters.

Important: 1. Only for students who transfer or enrol into this degree in 2009
2. Students are governed by the rules of the year they enrol
3. For any further enquiries, please email: business@mq.edu.au



From 2009 Handbook of Undergraduate Studies:

MKTG02 — Marketing + Demography (Undergraduate Study Pattern)

Major: Marketing
 Area of Study: Marketing
 Degrees: BCom – Bachelor of Commerce
 Offered By: Department of Business
 Faculty of Business and Economics

General Requirements

Minimum number of credit points	68
Maximum number of credit points at 100 level	30
Minimum number of credit points in units at 300 level or above designated as commerce economics units	18
and completion of other specific requirements as set out below	

Specific Requirements

100 level

Required	DEM127	Demographic Fundamentals (3)	3
Required	ECON110	Macroeconomic Principles (3)	3
Required	ECON111	Microeconomic Principles (3)	3
Required	MKTG101	Marketing Fundamentals (3)	3
Required either	STAT170	Introductory Statistics (3)	
or	STAT171	Statistical Data Analysis (3)	3

200 level

Required	DEM255	Topics in Demography (3)	3
Required	DEM256	Business Demographics (3)	3
Required	MKTG202	Marketing Research (3)	3
Required	MKTG203	Consumer Behaviour (3)	3

300 level

Required	DEM355	Social and Applied Demography (3)	3
Required	DEM356	Demographic Techniques (3)	3
Required	MKTG302	International Marketing (3)	3
Required	MKTG303	Marketing Strategy: Analysis and Decisions (3)	3
Required	MKTG304	Marketing Operations Management (3)	3

Required one of Commerce units (not including **ACST** units or **ACCG310** or **ACCG323**) 3

Electives

Balance of credit points required 23

TOTAL CREDIT POINTS REQUIRED FOR THIS PROGRAM 68