BACHELOR OF COMMERCE MAJORING IN MARKETING

This is a suggested study plan for the Bachelor of Commerce majoring in Marketing. 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 degree rules: Minimum number of credit points required for the degree: 68. Minimum number of credit points at 200 level or above: 38; Minimum number of credit points required at 300 level or above: 18. Minimum number of credit points from commerce designated units: 42. Completion of a designated People unit and Planet unit. Completion of specified foundation units; completion of a Qualifying major for the Bachelor of Commerce and other requirements set out in the course handbook.

Suggested first year program

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code</td>
<td>Name</td>
</tr>
<tr>
<td>MKTG101*</td>
<td>Marketing Fundamentals</td>
</tr>
<tr>
<td>ECON111*</td>
<td>Microeconomic Principles</td>
</tr>
<tr>
<td>STAT170*</td>
<td>Introductory Statistics</td>
</tr>
<tr>
<td>Elective</td>
<td>Planet Unit^ (Suggested BUSL100)</td>
</tr>
</tbody>
</table>

Suggested second year program

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code</td>
<td>Name</td>
</tr>
<tr>
<td>Required</td>
<td>200 Level MKTG unit from Compulsory List below</td>
</tr>
<tr>
<td>MKTG202*</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>Elective</td>
<td>100 Level Elective or General Credit</td>
</tr>
<tr>
<td>Elective</td>
<td>200 Level Elective or General Credit</td>
</tr>
<tr>
<td>Select one Compulsory unit from the following list:</td>
<td></td>
</tr>
<tr>
<td>MKTG204*</td>
<td>Integrated Marketing Communications (1,2)</td>
</tr>
<tr>
<td>MKTG208*</td>
<td>Marketing Management (1,2)</td>
</tr>
<tr>
<td>MKTG210</td>
<td>Marketing Metrics (2)</td>
</tr>
<tr>
<td>Suggested possible electives:</td>
<td></td>
</tr>
<tr>
<td>MKTG205</td>
<td>Business to Business Marketing (2)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Suggested third year program

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code</td>
<td>Name</td>
</tr>
<tr>
<td>MKTG303*</td>
<td>Marketing Strategy</td>
</tr>
<tr>
<td>Elective</td>
<td>300 Level Commerce Unit#</td>
</tr>
<tr>
<td>Required</td>
<td>300 Level MKTG Unit from Compulsory List below</td>
</tr>
<tr>
<td>Required</td>
<td>300 Level MKTG Unit from Compulsory List below</td>
</tr>
<tr>
<td>Select Three Compulsory 300 Level MKTG Units below:</td>
<td></td>
</tr>
<tr>
<td>MKTG304</td>
<td>Marketing Project (2)</td>
</tr>
<tr>
<td>MKTG306</td>
<td>Customer Relationship Management (1)</td>
</tr>
<tr>
<td>MKTG307</td>
<td>Social Marketing and Sustainability (2)</td>
</tr>
<tr>
<td>MKTG311</td>
<td>Brand Management (1)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* These Units are available both Semesters

For a more extensive list of possible electives please refer to: http://www.econ.mq.edu.au/undergraduate_programs/choosing_electives

Students are subject to the rules of the degree for the year that they enrol

# More choices may be available depending on previous elective choices

The information in this document is correct as at the time of printing but the University reserves the right to vary or withdraw any course(s) and/or units, its fees and/or the mode or time of offering its course(s) and unit(s) without notice.

Note: Pre-2010 students will be automatically transferred to the new curriculum at the end of 2012 but will not be required to complete either people/planet units, unless they are due to finish their degree after Dec 2013, OR participation units, unless they are due to finish their degree after Dec 2014.
PEOPLE and PLANET Units for BCom students

Single degree rules
1. Students must do 1 unit outside the Business Department and 1 unit outside the Business and Economics Faculty (they can both be outside the Faculty).
2. If any of the units are part of the student's program of study, even if they fulfill (1) they cannot be counted as people/planet units.

People Units

1. Outside the Business Department but within the Business and Economics Faculty
   There are no people units in this category.

2. Outside the Faculty

   - **ABST100** Introduction to Australian Indigenous Studies
   - **ACBE100** Academic Communication in Business & Economics
   - **ACSC100** Academic Communication in Science
   - **AHIS140** Human Evolution and Diversity
   - **ANTH151** Dance History and Aesthetics
   - **ECH113** Play and Inquiry in Early Childhood
   - **ECH126** Early Childhood in Australia: The Social Context
   - **ENGL107** Literature and Politics
   - **ENVG111** Geographies of Global Change
   - **EUL101** Societies of Europe
   - **GEOS101** Minerals, Energy and the Environment
   - **LEX101** Law, Institutions and People — a Global Perspective
   - **LING109** Language, Culture and Communication
   - **LING110** Language: Its Structure and Use
   - **LING248** Analysing New Media
   - **LING290** Language, Globalisation and World
   - **LING332** Anthropological Linguistics
   - **MAS214** Free Cultures
   - **MHIS115** An Introduction to World History
   - **MUS205** Introduction to Vocal Studies
   - **PHL132** Philosophy, Morality and Society
   - **PHL137** Critical Thinking
   - **PSY250** Music, Mind and Message
   - **PSY350** The Psychology of Human Relationships
   - **SOC182** Economy and Society

   Faculty of Arts
   Faculty of Human Sciences
   Faculty of Science

Planet Units

1. Outside the Department but within the Business and Economics Faculty

   - **BUSL100** Global Legal Frameworks for a Sustainable Planet
   - **ACCG260** Accounting and Reporting for the Environment
   - **ENCON131** Quantitative Methods in Economics, Business & Finance

2. Outside the Faculty

   - **AHIS230** Archaeology and Society
   - **ANTH106** Drugs and Culture
   - **ASTR178** Other Worlds: Planets and Planetary Systems
   - **BBE100** Introduction to Brain, Behaviour and Evolution
   - **BIOL108** Human Biology
   - **BIOL260** Science of Sex
   - **CBMS123** History and Philosophy of the Molecular Sciences
   - **EDUC108** Science: Today and Tomorrow
   - **EDUC261** Information and Communication Technologies & Education
   - **ENV200** Environment and Sustainability
   - **ENVE237** Natural Hazards
   - **ENVS262** The Ecological Humanities: Australians & their Environment
   - **GEO112** The Earth
   - **GEO512** Geoscience
   - **GEO5204** Life, the Universe and Everything
   - **ISY510** IT and Society
   - **LEX102** Sustainability, Science and the Law
   - **LING337** Language of Science and Technology
   - **MATH123** Mathematics 123
   - **MISM105** Museology of Natural History
   - **PHYS242** The Tradition of Science
   - **STAT170** Introductory Statistics (only BCom majoring in HR)

   Faculty of Arts
   Faculty of Human Sciences
   Faculty of Science
   Faculty of Science
   Faculty of Science
   Faculty of Science
   Faculty of Science
   Faculty of Science
   Faculty of Science
   Faculty of Science
   Faculty of Arts
   Faculty of Human Sciences
   Faculty of Science
   Faculty of Arts
   Faculty of Arts
   Faculty of Science
   Faculty of Arts

Warning: Units that would not count for People/Planet for BCom students

These units are within the Business Department so cannot be counted as People/Planet units for BCom majoring in Marketing.

- **DEM127** Demographic Fundamentals
- **FBE204** Learning and Teaching in Business
- **HRM107** Introduction to Human Resources
- **MKTG309** Social Marketing and Sustainability
- **STAT170** Introductory Statistics (only BCom majoring in HR can do this as a planet unit)

**NOTE:** If you have transferred from a pre-2010 degree to the new curriculum you are not required to complete People/Planet units unless you expect to finish after end 2013.