

Bachelor of Business (Marketing for the Digital Age)

Useful study planning/enrolment resources:

- [Subject Search](#)
- [Academic Calendars](#)
- [Class Registration](#)
- [Enrolment Resources](#)

If you would prefer a part-time study plan, please adjust the below study planner; reviewing subject prerequisites to ensure you are on track for course completion.

*Students must choose to complete all subjects under Option 1 (*Electives with extended WIL*) or Option 2 (*Electives only*) stream.

		TRIMESTER 2	TRIMESTER 3
2022		BU1105:03 Professional and Academic Skills for Business	BU1104:03 Introduction to Management Concepts and Application
		BU1108:03 Marketing Matters	BU1109:03 Career Development for Business Professionals
			BU1112:03 Business Law

		TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2023		BU1002:03 Accounting for Decision Making	BU1003:03 Principles of Economics	BU2001:03 The Future of Work: Seminar Series <i>PREREQ: 12 credit points of undergraduate subjects</i>
	Major	BX2082:03 Advertising, Promotions and Mobile Marketing <i>PREREQ: BU1108</i>	BU1007:03 Principles of Data Analysis for Business	Major BX2081:03 Consumer Behaviour <i>PREREQ: BU1108</i>
	Major	BX2184:03 Marketing, Consumerism and Sustainability <i>PREREQ: BU1108</i>	*Option 1 and Option 2: Select 3 credit points of level 2 subjects	

		TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2024		Major BX3082:03 International Marketing in the Global Village <i>PREREQ: BU1108 and 18 credit points of subjects</i>	Select one of the following: BU3101:03 Professional Internship (TR2, TR3, SP11) OR BU3102:03 Multi-Disciplinary Project (TR2) OR BU3103:03 Independent Project (TR1, TR3) <i>PREREQ: 36 credit points of BU or BX subjects, or at the discretion of the Dean. All students must complete compulsory WIL preparation in full to be eligible to apply for a WIL capstone subject</i>	Major BX2084:03 Sales, Services, Business Development and the Digital Frontier <i>PREREQ: BU1108</i>
		*Option 1: Select 3 credit points of level 2 or 3 subjects OR *Option 2: Select 3 credit points of any undergraduate subject	Major BX3181:03 Social Surveys and Questionnaire Design <i>PREREQ: BU1007, BU1108 and 12 credit points of subjects</i>	Major BX3081:03 Social Media Marketing <i>PREREQ: BU1108 and 18 credit points of subjects</i>
			Major BX3186:03 Marketing for Social Change <i>PREREQ: 24 credit points of subjects</i>	*Option 1: Select BU3104:03 Internship B (TR2, TR3) OR *Option 2: Select 3 credit points of any undergraduate subject

		TRIMESTER 1	
2025		*Option 1 and Option 2: Select 3 credit points of level 2 or 3 subjects	
		*Option 1 and Option 2: Select 3 credit points of level 2 or 3 subjects	
		*Option 1 and Option 2: Select 3 credit points of level 3 subjects	