Bachelor of Business

Marketing Strategy and Analytics

2027 ENTRY

Useful study planning / enrolment resources

Course and Subject Handbook	Academic Calendars	Class Registration	Enrolment Resources

Attention International Student visa holders: To remain compliant with enrolment requirements as a Student visa holder, you are required to enrol in at least one On-Campus, Multi-Modal or WIL subject offering in each compulsory study period and you cannot enrol in more than one third (33%) of your total course load through online or distance learning. To complete your course within your CoE duration, maintain sufficient subject enrolment. If only Online subject offerings are available in a compulsory study period, contact enrolments@jcu.edu.au urgently for enrolment advice.

How to read this planner

PREREQ Prerequisite information **ONLINE** Online offering **PLACEMENT** Placement requirement

2027

TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
	BU1007:03 Principles of Data Analysis for Business	BU1109:03 Career Development for Business Professionals
	BU1105:03 Professional and Academic Skills for Business	BU1112:03 Business Law
	BU1108:03 Marketing Matters	

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TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
BU1003:03 Principles of Economics	BU1002:03 Accounting for Decision Making	BU2001:03 The Future of Work: Seminar Series **PREREQ:** 24 credit points of undergraduate subjects to enrol in this subject
BU1104:03 Introduction to Management Concepts and Application	Select 3 credit points of any level 2 subjects (Depending on chosen option)	**Major** BX2081:03 Consumer Behaviour **PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808
Major BX2082:03 Advertising, Promotions and Mobile Marketing **PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 - allow concurrent with BU1108 or BU2108 or BU1808		**Major** BX2084:03 Sales, Services, Business Development and the Digital Frontier **PREREQ:** BU1108 or BU2108

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TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
Major BX2184:03 Marketing, Consumerism and Sustainability **PREREQ**: (BU1108 or BU1808 or BU1008 or BU2208 or BU1908 or BU2108)	BU3101:03 Professional Internship **PREREQ:** 36CP 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. Offered TR3, B6 **PLACEMENT** 100 Hours **OR** BU3102:03 Multidisciplinary Project **PREREQ:** 36CP 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. **OR** BU3103:03 Independent Project **PREREQ:** 36CP 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. Offered TR1, TR3 **PLACEMENT** 100 Hours	BU3104:03 Internship B **PREREQ:** BU3101 (can be completed concurrently) and be enrolled in their final year of study. Students must follow the application process. Permission to enrol in this subject will only be granted when an approved placement is secured. External students must self-source their own internship, all self-sourced applications require WIL Coordinator approval **PLACEMENT** 150 Hours **OR** Select 3 credit points of any level 3 subject (Depending on chosen option)
Major BX3082:03 International Marketing in the Global Village **PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points of subjects	**Major** BX3181:03 Social Surveys and Questionnaire Design **PREREQ:** BU1007 or PY2103, BU1108 or BU1808 or BU2108 and 12 CREDIT POINTS	**Major** BX3081:03 Social Media Marketing **PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points of subjects
Select 3 credit points of any undergraduate subject	**Major** BX3186:03 Marketing for Social Change **PREREQ:** 24 credit points of subjects or as approved by the subject coordinator	

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TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
Select 3 credit points of any level 2 or 3 subjects (Depending on chosen option) International Students must select an **ON CAMPUS** or **MULTI-MODAL** electives		
3 credit points of any level 2 or 3 subjects (Depending on chosen option)		
Select 3 credit points of any undergraduate subject		

Course handbook

Bachelor of Business	Marketing Strategy and Analytics

Tip: Use this planner with the Course and Subject Handbook each enrolment period to confirm availability, prerequisites and campus/mode requirements.

Course Notes

A maximum of 30 credit points may be taken at level 1
A minimum of 18 credit points must be taken at level 2
A minimum of 18 credit points must be taken at level 3 or higher

To meet eligibility for the Pathway to Emerging Leader Program MBA [2-Year] option, students must complete 33 credit points of subjects with a minimum GPA of 5.5 and receive approval from the MBA Coordinator

Award Title	Bachelor of Business
Abbreviation	BBus
Credit Points	72
AQF Level	Level 7 - Bachelor Degree
Location	Townsville Bebegu Yumba, JCU Online
Division	Academy
College	College of Business, Law and Governance
Expected Time to Complete	3 Years
Maximum Time to Complete	10 Years
Maximum Leave of Absence	1 Year
CRICOS Code	026830C