

Bachelor of Business (Marketing for the Digital Age)

To assist you with your subject information, refer to [Subject Search](#)

For important dates check: [Academic Calendars](#)

Once you've enrolled in your subjects, you will need to [register in classes](#) if not studying in External mode

Email the JCU Enrolment Team for further assistance enrolments@jcu.edu.au

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. The information in the study planner is current at the time of creation and considers the successful completion of all currently enrolled subjects. Changes to subject information after this time may affect your study plan. Please refer to the [enrolment resources](#) for up-to-date information.

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2022	BU1104:03 Introduction to Management Concepts and Application	BU1003:03 Principles of Economics	BU1109:03 Career Development for Business Professionals
	BU1105:03 Professional and Academic Skills for Business	BU1007:03 Principles of Data Analysis for Business	BU1112:03 Business Law
		BU1108:03 Marketing Matters	BX2081:03 Consumer Behaviour <i>PREREQ: BU1108</i>

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2023	BU1002:03 Accounting for Decision Making	Major BX3181:03 Social Surveys and Questionnaire Design <i>PREREQ: BU1108 and 12 credit points of subjects</i>	BU2001:03 The Future of Work: Seminar Series
	Major BX2082:03 Advertising, Promotions and Mobile Marketing <i>PREREQ: BU1108</i>	*Option 1 and Option 2: Select 3 credit points of level 2 subjects	Major BX2084:03 Sales, Services, Business Development and the Digital Frontier <i>PREREQ: BU1108</i>
	Major BX2184:03 Marketing, Consumerism and Sustainability <i>PREREQ: BU1108</i>		Major BX3081:03 Social Media Marketing <i>PREREQ: BU1108 and 18 credit points of subjects</i>

	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 successfully complete the prescribed WIL preparation modules and quizzes to be eligible to apply for a WIL capstone subject</i>	*Option 1 and Option 2: Select 3 credit points of level 3 subjects
	*Option 1 and Option 2: Select 3 credit points of level 2 or 3 subjects	Major BX3186:03 Marketing for Social Change <i>PREREQ: 24 credit points of subjects</i>	*Option 1: Select 3 credit points of level 2 or 3 subjects OR *Option 2: Select 3 credit points of any undergraduate subject
	*Option 1 and Option 2: Select 3 credit points of level 2 or 3 subjects	*Option 1: Select BU3104:03 Internship B OR *Option 2: Select 3 credit points of any undergraduate subject	

Additional Information

Note: [BU3104:03 Internship B](#) – allows students to complete 250 hours of work integrated learning with one organisation.

Students have the option to enrol in this subject in conjunction with BU3101 and complete 250 hours in TR2 or TR3. Alternatively, students can choose to complete the 250 hours with a business organisation over 2 study periods by enrolling BU3101 in TR2 and BU3104 in TR3.