

## Bachelor of Business (Marketing for the Digital Age) – Trimester 1 2021 Entry

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

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

	Trimester 1	Trimester 2	Trimester 3
2021	BU1003:03 Principles of Economics	BU1007:03 Principles of Data Analysis for Business	BU1002:03 Accounting for Decision Making
	BU1104:03 Introduction to Management Concepts and Application	BU1105:03 Business Communication	BU1112:03 Business Law
		BU1108:03 Marketing Matters	<b>First Major Subject</b> BX2081:03 Consumer Behaviour PREREQ: BU1108
	Trimester 1	Trimester 2	Trimester 3
2022	<b>First Major Subject</b> BX2082:03 Advertising, Promotions and Mobile Marketing PREREQ: BU1108	<b>First Major Subject</b> BX3186:03 Marketing for Social Change PREREQ: 24 credit points of subjects or as approved by the subject coordinator	<b>First Major Subject</b> BX2084:03 Sales, Services, Business Development and the Digital Frontier
	<b>First Major Subject</b> BX2184:03 Marketing, Consumerism and Sustainability PREREQ: BU1108 and BX2081	Minor Subject/Elective Subject (depending on chosen structure)	<b>First Major Subject</b> BX3081:03 Social Media Marketing PREREQ: BU1108 and 18 credit points of subjects
	Minor Subject/Elective Subject (depending on chosen structure)		Minor Subject/Elective Subject (depending on chosen structure)
	Trimester 1	Trimester 2	Trimester 3
2023	<b>First Major Subject</b> BX3082:03 International Marketing in the Global Village PREREQ: BU1108 and 18 credit points of subjects	<b>First Major Subject</b> BX3181:03 Social Surveys and Questionnaire Design PREREQ: BU1007, BU1108 and 12 credit points of subjects	Minor Subject/Elective Subject (depending on chosen structure)
	Minor Subject/Elective Subject (depending on chosen structure)	Minor Subject/Elective Subject (depending on chosen structure)	Minor Subject/Elective Subject (depending on chosen structure)
	Minor Subject/Elective Subject (depending on chosen structure)	BU3101:03 Professional Internship (Available Trimester 1 & 2 and SP11 Intensive Mode) 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 <b>OR</b>	

		<p>BU3102:03 Multidisciplinary Project <b>(Available Trimester 2 only)</b>  <b>PREREQ:</b> 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</p> <p><b>OR</b></p> <p>BU3103:03 Independent Project <b>(Available Trimester 1 &amp; 3)</b>  <b>PREREQ:</b> 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</p>	
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#### **SPECIAL ADMISSION REQUIREMENTS**

Applicants who are admitted to the Bachelor of Business under an Articulation Agreement are subject to the terms of that agreement.

#### **COURSE PROGRESSION REQUISITES**

Must successfully complete 12 credit points at level 1 before attempting any level 3 subject.

This course has a Work-Integrated Learning (WIL) program culminating in a third year core subject. Students must successfully complete the prescribed WIL preparation modules and quizzes to be eligible to apply for a WIL capstone subject.

#### **ADDITIONAL INFORMATION**

[Bachelor of Business course handbook](#)

[Marketing for the Digital Age major handbook](#)