

Bachelor of Business (Marketing) – 2019 Mid Year Entry

First Year

Teaching Period 1, 2019		Teaching Period 2, 2019	
		Study Period 2	BU1002 :03 Accounting for Decision Making
		Study Period 2	BU1007 :03 Business Data Analysis and Interpretation
		Study Period 2	BU1108 :03 Managing Consumer Markets
		Study Period 2	BU1112 :03 Business Law
Teaching Period 1, 2020		Teaching Period 2, 2020	
Study Period 1	BU1003 :03 Economics for Sustainable Business	Study Period 2	First Major Subject BX2082 :03 Integrated Marketing Communications PREREQ: BU1108 – allow concurrent with BU1108
Study Period 1	BU1104 :03 Business, Environment and Society in the Tropics	Study Period 2	First Major Subject BX2184 :03 Sustainable Marketing Management PREREQ: BU1108 AND BX2081
Study Period 1	BU1105 :03 Contemporary Business Communications	Study Period 2	First Major Subject BX3082 :03 International Marketing PREREQ: BU1108 AND 18CP OF SUBJECTS
Study Period 1	First Major Subject BX2081 :03 Consumer Behaviour PREREQ: BU1108	Study Period 2	Select 2 nd Major Subject/1 st Minor Subject/2 nd Minor Subject/Elective Subject (depending on chosen structure)

ADDITIONAL REQUIREMENTS

[Bachelor of Business course handbook](#)
[Marketing major handbook](#)

The information provided is designed to provide helpful information on your study plan. Changes to subject information after this time may affect your study plan. Please refer to the [enrolment resources](#) for up to date information.