Bachelor of Arts – Bachelor of Business

Arts Major

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
	BU1003:03 Principles of Economics	BU1002:03 Accounting for Decision Making
	BU1007:03 Principles of Data Analysis for Business	BU1104:03 Introduction to Management Concepts and Application
	BU1105:03 Professional and Academic Skills for Business	SS1010:03 Australian People: Indigeneity and Multiculturalism

2028

TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
SC1101:03 Science, Technology and Truth	BU2108:03 Marketing Matters	BU2111:03 Business Law
CU1010:03 Effective Writing **MULTI-MODAL** Cairns offered in TR2	SC2101:03 Solving Complex Problems in a Changing World **PREREQ:** 21 credit points of tertiary study	**Marketing Strategy and Analytics** BX2081:03 Consumer Behaviour **PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808
Select 3 credit points of any undergraduate subjects	**Arts Major**	**Marketing Strategy and Analytics** BX2084:03 Sales, Services, Business Development and the Digital Frontier **PREREQ:** BU1108 or BU2108

2029

TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
Arts Major	**Arts Major**	**Arts Major**
Marketing Strategy and Analytics 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	**Marketing Strategy and Analytics** BX3181:03 Social Surveys and Questionnaire Design **PREREQ:** BU1007 or PY2103, BU1108 or BU1808 or BU2108 and 12 credit points	**Arts Major**
Marketing Strategy and Analytics BX2184:03 Marketing, Consumerism and Sustainability **PREREQ:** BU1108 or BU1808 or BU1008 or BU2208 or BU1908 or BU2108	**Marketing Strategy and Analytics** BX3186:03 Marketing for Social Change **PREREQ:** 24 credit points of subjects or as approved by the subject coordinator	**Marketing Strategy and Analytics** BX3081:03 Social Media Marketing **PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points of subjects

2030

TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
Marketing Strategy and Analytics 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	BU3101:03 Professional Internship **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.) Offered TR2, TR3, B6 **OR** BU3102:03 Multidisciplinary Project **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. Offered TR2 **OR** BU3103:03 Independent Project **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. Offered TR2, TR3	**Arts Major**
Select 3 credit points of any Level 3 Humanities, Arts and Social Science subjects	SC3101:03 Transforming Professional Futures: From Ideas to Action **PREREQ:** 45 credit points of tertiary study	**Arts Major**
Select 3 credit points of any Level 3 Humanities, Arts and Social Science subjects	**Arts Major**	

Course Handbook

Bachelor of Arts Bachelor of Business	Arts Major Marketing Strategy and Analytics Major

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

Award Title	Bachelor of Arts – Bachelor of Business
Abbreviation	BA-BBus
Credit Points	96
AQF Level	Level 7 – Bachelor Degree
Location	Townsville Bebegu Yumba, Cairns Nguma-bada, JCU Online
Division	Academy
College	College of Arts, Society and Education
Expected Time to Complete	4 years
Maximum Time to Complete	9 years
Maximum Leave of Absence	1 year
CRICOS Code	036644M