

Bachelor of Business (Marketing for the Digital Age)

Useful study planning/enrolment resources:

[Subject Search](#)
[Academic Calendars](#)
[Class Registration](#)
[Enrolment Resources](#)

The information in the study planner is current at the time of creation may be subject to future change.

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.

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2024		BU1003:03 Principles of Economics	BU1104:03 Introduction to Management Concepts and Application
		BU1105:03 Professional and Academic Skills for Business	BU1109:03 Career Development for Business Professionals
		BU1108:03 Marketing Matters	BU1112:03 Business Law

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2025	BU1002:03 Accounting for Decision Making	BU1007:03 Principles of Data Analysis for Business	BU2001:03 The Future of Work: Seminar Series <i>PREREQ: Students must have completed 12 credit points of undergraduate subjects to enrol into this subject</i>
	Major BX2082:03 Advertising, Promotions and Mobile Marketing <i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 - allow concurrent with BU1108 or BU2108 or BU1808</i>	Select 3 credit points of Level 2 subjects <i>(depending on chosen Option)</i>	Major BX2081:03 Consumer Behaviour <i>PREREQ: BU1108 or BU2108 or BU1008 or BU1908 or BU1808</i>
		Select 3 credit points of any undergraduate subjects	Major BX2084:03 Sales, Services, Business Development and the Digital Frontier <i>PREREQ: BU1108 or BU2108</i>

2026	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
	Major BX2184:03 Marketing, Consumerism and Sustainability <i>PREREQ: BU1108 or BU1808 or BU1008 or BU2208 or BU1908 or BU2108</i>	BU3101:03 Professional Internship (TR2, TR3, SP11) OR BU3102:03 Multidisciplinary 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 complete compulsory WIL preparation in full to be eligible to apply for a WIL capstone subject</i>	BU3104:03 Internship B (TR2, TR3) <i>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.</i> OR Select 3 credit points of any level 3 subjects <i>(depending on chosen Option)</i>
	Major BX3082:03 International Marketing in the Global Village <i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points of subjects</i>	Major BX3186:03 Marketing for Social Change <i>PREREQ: 24 credit points of subjects or as approved by the subject coordinator</i>	Major BX3081:03 Social Media Marketing <i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points of subjects</i>
		Major BX3181:03 Social Surveys and Questionnaire Design (TR2) <i>PREREQ: BU1007 or PY2103, BU1108 or BU1808 or BU1808 or BU2108 and 12 credit points</i> OR BX3182:03 Digital Analytics for Marketing (TR3) <i>PREREQ: BU1007, BU1108 and 12 credit points of undergraduate subjects</i>	

2027	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
	Select 3 credit points of Level 2 or 3 subjects <i>(depending on chosen Option)</i>		
	Select 3 credit points of any undergraduate subjects		
	Select 3 credit points of Level 2 or 3 subjects <i>(depending on chosen Option)</i>		

ADDITIONAL INFORMATION

- 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 a level 3 or higher.

COURSE HANDBOOK

[Bachelor of Business Handbook](#)

[Marketing for the Digital Age Major](#)