

Bachelor of Arts - Bachelor of Business (Marketing for the Digital Age)

Useful study planning/enrolment resources:

[Course and Subject Handbook](#)

[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.

Attention International Student visa holders: To remain compliant with your enrolments 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 students must maintain sufficient subject enrolment.

If there are only Online subject offerings for you to select in a compulsory study period, contact enrolments@jcu.edu.au urgently for enrolment advice.

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2026		BU1007:03 Principles of Data Analysis for Business	BU1002:03 Accounting for Decision Making
		BU1105:03 Professional and Academic Skills for Business	BU1104:03 Introduction to Management Concepts and Application
		BU1003:03 Principles of Economics	SS1010:03 Australian People: Indigeneity and Multiculturalism

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2027	SC1101:03 Science, Technology and Truth	BU2108:03 Marketing Matters	BU2111:03 Business Law
	CU1010:03 Effective Writing	SC2101:03 Solving Complex Problems in a Changing World <i>PREREQ: Successful completion of 21 credit points of tertiary study</i>	Business Major BX2081:03 Consumer Behaviour <i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808</i>
	Select 3 credit points of any undergraduate subjects		Arts Major

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2028	Business 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 BX2084</i>	Business Major BX3186:03 Marketing for Social Change <i>PREREQ: 24 credit points of subjects or as approved by the subject coordinator</i>	Business Major BX2084:03 Sales, Services, Business Development and the Digital Frontier <i>PREREQ: BU1108 or BU2108</i>
	Business Major BX2184:03 Marketing, Consumerism and Sustainability <i>PREREQ: (BU1108 or BU1808 or BU1008 or BU2208 or BU1908 or BU2108)</i>	Business Major BX3181:03 Social Surveys and Questionnaire Design <i>PREREQ: BU1007 or PY2103, BU1108 or BU1808 or BU2108 and 12 credit points</i>	Business 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>
	Arts Major		Arts Major

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2029	Business 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>	BU3101:03 Professional Internship (TR2, TR3, BL6) <i>PREREQ: 36CP 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> OR BU3102:03 Multidisciplinary Project (TR2) <i>PREREQ: 36CP 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> OR BU3103:03 Independent Project (TR1, TR3) <i>PREREQ: 36CP 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>	Arts Major
	Arts Major	SC3101:03 Transforming Professional Futures: From Ideas to Action <i>PREREQ: Successful completion of 45 credit points of tertiary study</i>	Select 3 credit points of level 2 and 3 Humanities, Arts and Social Science subjects
	Arts Major		Select 3 credit points of level 2 and 3 Humanities, Arts and Social Science subjects

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2030	Arts Major		
	Arts Major		

COURSE HANDBOOK

[Bachelor of Arts - Bachelor of Business](#)

[Marketing for the Digital Age Major](#)