

## 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](mailto:enrolments@jcu.edu.au) urgently for enrolment advice.

|      | TRIMESTER 1 | TRIMESTER 2 | TRIMESTER 3   |
|------|-------------|-------------|---|
| 2026 |             |             | BU1002:03 Accounting for Decision Making                      |
|      |             |             | BU1104:03 Introduction to Management Concepts and Application |
|      |             |             | SS1010:03 Australian People: Indigeneity and Multiculturalism |

|      | TRIMESTER 1  | TRIMESTER 2   | TRIMESTER 3            |
|------|--|---|------------------------|
| 2027 | BU1003:03 Principles of Economics                                      | BU1007:03 Principles of Data Analysis for Business      | BU2111:03 Business Law |
|      | CU1010:03 Effective Writing<br><i>Multimodal Cairns offered in TR2</i> | BU1105:03 Professional and Academic Skills for Business | <b>Arts Major</b>      |
|      | SC1101:03 Science, Technology and Truth                                | BU2108:03 Marketing Matters                             |                        |

|             | TRIMESTER 1   | TRIMESTER 2   | TRIMESTER 3   |
|-------------|---|---|---|
| <b>2028</b> | <b>Major</b><br>BX2082:03 Advertising, Promotions and Mobile Marketing<br><i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808</i> | SC2101:03 Solving Complex Problems in a Changing World<br><i>PREREQ: 21 credit points of tertiary study</i> | <b>Arts Major</b>   |
|             | <b>Major</b><br>BX2184:03 Marketing, Consumerism and Sustainability<br><i>PREREQ: BU1108 or BU1808 or BU1008 or BU2208 or BU1908 or BU2108</i>    | Select 3 credit points of any undergraduate subject   | <b>Major</b><br>BX2081:03 Consumer Behaviour<br><i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808</i> |
|             | <b>Arts Major</b>   | <b>Arts Major</b>   |   |

|             | TRIMESTER 1  | TRIMESTER 2  | TRIMESTER 3  |
|-------------|--|--|--|
| <b>2029</b> | <b>Arts Major</b>  | <b>Major</b><br>BX3181:03 Social Surveys and Questionnaire Design<br><i>PREREQ: BU1007 or PY2103 and BU1108 or BU1808 or BU2108 and 12 credit points</i> | <b>Major</b><br>BX2084:03 Sales, Services, Business Development and the Digital Frontier<br><i>PREREQ: BU1108 or BU2108</i>                      |
|             | <b>Arts Major</b>  | <b>Arts Major</b>  | <b>Major</b><br>BX3081:03 Social Media Marketing<br><i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points</i> |
|             | Select 3 credit points of Level 2 and 3 Humanities, Arts and Social Science Subjects | Select 3 credit points of Level 2 and 3 Humanities, Arts and Social Science Subjects   |  |

|      | TRIMESTER 1   | TRIMESTER 2   | TRIMESTER 3 |
|------|---|---|-------------|
| 2030 | <b>Major</b><br>BX3082:03 International Marketing in the Global Village<br><i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points</i> | SC3101:03 Transforming Professional Futures: From Ideas to Action<br><i>PREREQ: 45 credit points of tertiary study</i>  |             |
|      | <b>Arts Major</b>   | BU3101:03 Professional Internship (TR2 or TR3)<br><i>PREREQ: 36CP of BU or BX subjects</i><br><b>OR</b><br>BU3102:03 Multidisciplinary Project (TR2)<br><i>PREREQ: 36CP of BU or BX subjects</i><br><b>OR</b><br>BU3103:03 Independent Project (TR1 or TR3)<br><i>PREREQ: 36CP of BU or BX subjects</i> |             |
|      |   | <b>Major</b><br>BX3186:03 Marketing for Social Change<br><i>PREREQ: 24 credit points of tertiary study</i>  |             |

**COURSE HANDBOOK**

[Bachelor of Arts – Bachelor of Business Marketing for the Digital Age Major](#)