

## Bachelor of Business - Bachelor of Laws (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 | BU1104:03 Introduction to Management Concepts and Application | BU1003:03 Principles of Economics               | BU1002:03 Accounting for Decision Making   |
|      | LA1101:03 Legal Institutions and Processes                    | BU2108:03 Marketing Matters                     | LA1027:03 Human Rights Law<br><b>OR</b><br>LA1022:03 Public International Law<br><b>OR</b><br>LA1903:03 Indigenous Peoples and the Law |
|      | LA1102:03 Legal Research, Writing and Analysis                | LA1107:03 Contemporary Practice: The New Lawyer | LA2019:03 Torts A – Specific Torts   |

|             | TRIMESTER 1  | TRIMESTER 2  | TRIMESTER 3   |
|-------------|--|--|---|
| <b>2027</b> | LA1105:03 Contract Law 1   | BU1007:03 Principles of Data Analysis for Business | LA2017:03 Principles of Criminal Law A<br><i>PREREQ: LA1101 and LA1102</i>  |
|             | LA2020:03 Torts B – Negligence   | LA1106:03 Contract Law 2<br><i>PREREQ: LA1105</i>  | <b>Major</b><br>BX2081:03 Consumer Behaviour<br><i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808</i>     |
|             | <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 - allow concurrent with BU1108 or BU2108 or BU1808</i> | LA2016:03 Land Law 2<br><i>PREREQ: LA2021</i>      | <b>Major</b><br>BX2084:03 Sales, Services, Business Development and the Digital Frontier<br><i>PREREQ: BU1108 or BU2108</i> |

|             | TRIMESTER 1  | TRIMESTER 2   | TRIMESTER 3  |
|-------------|--|---|--|
| <b>2028</b> | LA2018:03 Principles of Criminal Law B<br><i>PREREQ: LA2017</i>  | LA3004:03 Evidence<br><i>PREREQ: 30 credit points from any Level 1, Level 2, or Level 3 LA subjects</i>   | LA3014:03 Law of Trusts<br><i>PREREQ: 30 credit points from Level 1, Level 2 and Level 3 subjects</i>  |
|             | LA2021:03 Personal Property and Land Law 1<br><i>PREREQ: LA1101 and LA1102</i>   | LA3013:03 Principles of Equity<br><i>PREREQ: 21 credit points from Level 1 or Level 2 LA subjects</i>   | LA3105:03 Constitutional Law<br><i>PREREQ: 21 credit points from Level 1 or Level 2 LA subjects</i>  |
|             | <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> | <b>Major</b><br>BX3181:03 Social Surveys and Questionnaire Design<br><i>PREREQ: BU1007 or PY2103, BU1108 or BU1808 or BU2108 and 12 credit points</i> | <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 of subjects</i> |

|             | TRIMESTER 1   | TRIMESTER 2  | TRIMESTER 3  |
|-------------|---|--|--|
| <b>2029</b> | LA3106:03 Company and Partnership Law<br><i>PREREQ: 30 credit points from any Level 1, Level 2, and Level 3 LA subjects</i>   | LA3006:03 Administrative Law<br><i>PREREQ: 30 credit points from any Level 1, Level 2, and Level 3 LA subjects</i>                             | LA4038:03 Legal Ethics and Trust Accounting<br><i>PREREQ: 36 credit points from any Level 1, Level 2, Level 3, and Level 4 LA subjects</i> |
|             | <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 of subjects</i> | <b>Major</b><br>BX3186:03 Marketing for Social Change<br><i>PREREQ: 24 credit points of subjects or as approved by the Subject Coordinator</i> | Select 3 credit points of subjects from <a href="#">List 2</a>   |
|             | Select 3 credit points of subjects from <a href="#">List 2</a>  | Select 3 credit points of subjects from <a href="#">List 2</a>   | Select 3 credit points of subjects from <a href="#">List 2</a>   |

|      | TRIMESTER 1   | TRIMESTER 2   | TRIMESTER 3 |
|------|---|---|-------------|
| 2030 | LA4022:03 Civil Procedure<br><i>PREREQ: 36 credit points from any Level 1, Level 2, Level 3, and Level 4 LA subjects.</i> | BU3101:03 Professional Internship (TR2, TR3, Block 6)<br><b>OR</b><br>BU3102:03 Multidisciplinary Project (TR2)<br><b>OR</b><br>BU3103:03 Independent Project (TR1, TR3)<br><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> |             |
|      | Select 3 credit points of subjects from <a href="#">List 1</a>  | Select 3 credit points of subjects from <a href="#">List 2</a>  |             |
|      |   |   |             |

**COURSE HANDBOOK**

[Bachelor of Business – Bachelor of Laws Handbook](#)

[Marketing for the Digital Age Major](#)