

Bachelor of Business - Bachelor of Laws (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.

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		BU1003:03 Principles of Economics	BU1002:03 Accounting for Decision Making
		BU1007:03 Principles of Data Analysis for Business	LA1102:03 Legal Research, Writing and Analysis
		LA1107:03 Contemporary Practice: The New Lawyer	

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2027	BU1104:03 Introduction to Management Concepts and Application	BU2108:03 Marketing Matters	LA1027:03 Human Rights Law OR LA1022:03 Public International Law OR LA1903:03 Public International Law
	LA1101:03 Legal Institutions and Processes	LA1106:03 Contract Law 2 <i>PREREQ: LA1105</i>	LA2017:03 Principles of Criminal Law A <i>PREREQ: LA1101 and LA1102</i>
	LA1105:03 Contract Law 1	LA3013:03 Principles of Equity <i>PREREQ: 21 credit points from Level 1 or Level 2 LA subjects</i>	LA2019:03 Torts A – Specific Torts

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2028	LA2020:03 Torts B – Negligence	LA2016:03 Land Law 2 <i>PREREQ: LA2021</i>	LA3105:03 Constitutional Law <i>PREREQ: 21 credit points from Level 1 or Level 2 LA subjects</i>
	LA2021:03 Personal Property and Land Law 1 <i>PREREQ: LA1101 and LA1102</i>	LA3004:03 Evidence <i>PREREQ: 30 credit points from any Level 1, Level 2, or Level 3 LA subjects</i>	Major BX2081:03 Consumer Behaviour <i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808</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>	Major BX3181:03 Social Surveys and Questionnaire Design <i>PREREQ: (BU1007 or PY2103, BU1108 or BU1808 or BU2108) and 12 credit points</i>	Major BX2084:03 Sales, Services, Business Development and the Digital Frontier <i>PREREQ: BU1108 or BU2108</i>

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2029	LA2018:03 Principles of Criminal Law B <i>PREREQ: LA2017</i>	LA3006:03 Administrative Law <i>PREREQ: 30 credit points from any Level 1, Level 2, and Level 3 LA subjects</i>	LA3014:03 Law of Trusts <i>PREREQ: 30 credit points from Level 1, Level, 2 and Level 3 subjects</i>
	LA3106:03 Company and Partnership Law <i>PREREQ: 30 credit points from any Level 1, Level 2, and Level 3 LA subjects</i>	Major BX3186:03 Marketing for Social Change <i>PREREQ: 24 credit points of subjects or as approved by the Subject Coordinator</i>	LA4038:03 Legal Ethics and Trust Accounting <i>PREREQ: 36 credit points from any Level 1, Level 2, Level 3, and Level 4 LA subjects</i>
	Major BX2184:03 Marketing, Consumerism and Sustainability <i>PREREQ: (BU1108 or BU1808 or BU1008 or BU2208 or BU1908 or BU2108)</i>	Select 3 credit points of subjects from List 2	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>

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2030	LA4022:03 Civil Procedure <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) 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>	Select 3 credit points of subjects from List 2
	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>	Select 3 credit points of subjects from List 1	Select 3 credit points of subjects from List 2
	Select 3 credit points of subjects from List 2	Select 3 credit points of subjects from List 2	

COURSE HANDBOOK

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

[Marketing for the Digital Age Major](#)