

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.

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	BU1007:03 Principles of Data Analysis for Business	BU1109:03 Career Development for Business Professionals
	BU1104:03 Introduction to Management Concepts and Application	BU1108:03 Marketing Matters	BU1112:03 Business Law
	BU1105:03 Professional and Academic Skills for Business		Major BX2081:03 Consumer Behaviour <i>PREREQ: BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808</i>

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2027	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>	BU1002:03 Accounting for Decision Making	BU2001:03 The Future of Work: Seminar Series <i>PREREQ: Students must have completed 24 credit points of undergraduate subjects to enrol in this subject</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 any undergraduate subjects	Major BX2084:03 Sales, Services, Business Development and the Digital Frontier <i>PREREQ: BU1108 or BU2108</i>
	Select 3 credit points of any Level 2 subjects <i>(depending on chosen Option)</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>

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2028	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) 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 any level 3 subjects <i>(depending on chosen Option)</i>
	Select 3 credit points of Level 2 or 3 subjects <i>(depending on chosen Option)</i>	Major BX3181:03 Social Surveys and Questionnaire Design <i>PREREQ: BU1007 or PY2103, BU1108 or BU2108 and 12 credit points</i> OR BX3182:03 Digital Analytics for Marketing <i>PREREQ: BU1007, BU1108 and 12 credit points of undergraduate subjects</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>	Major BX3186:03 Marketing for Social Change <i>PREREQ: 24 credit points of subjects or as approved by the subject coordinator</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.

To meet eligibility for the Pathway to Emerging Leader Program MBA [2-Year] option, students must complete 33 credit points of subjects with a minimum GPA of 5.5 and receive approval from the MBA Coordinator

COURSE HANDBOOK

[Bachelor of Business Handbook](#)

[Marketing for the Digital Age Major Handbook](#)