

BACHELOR OF COMMERCE – MARKETING SUGGESTED PROGRAMS OF STUDY

This is a suggested program of study for the Bachelor of Commerce-Marketing. This document is to be used as an example only and does not replace the Handbook of Undergraduate Studies <http://handbook.mq.edu.au/> or the University Timetable <http://www.timetables.mq.edu.au/>.

General requirements: Minimum number of credit points - 68; maximum number of credit points at 100 level - 30; minimum number of credit points in units at 300 level or above designated in the Schedule of Undergraduate Units as commerce or economics units - 18; which must include the following approved coherent study:

BBA315 or ECON361, BBA303, MKTG302, MKTG303, MKTG304 and MKTG305.

Full-time Students, Suggested First Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG101*	Marketing Fundamentals	3	BBA102	Business Organisation Principles	3
STAT170*	Introductory Statistics	3	ACCG105	Introductory Financial Accounting	3
ECON110	Macroeconomic Principles	3	ECON111	Microeconomic Principles	3
ISYS123*	Or any 100- level COMP or ISYS unit	3	100	Level Elective or General Credit	3

Maximum number of credit points at 100 level = 30.

Full-time Students, Suggested Second Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
BBA203	Product and Pricing Decisions	3	MKTG202	Marketing Research	3
MKTG203	Consumer Behaviour	3	BBA213	Distribution Decisions	3
ACCG200*	Fundamentals of Management Accounting	3	100 or 200	Level Elective or General Credit	3
100 or 200	Level Elective or General Credit	3	200	Level Elective or General Credit	3

Full-time Students, Suggested Third Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG302	International Marketing	3	MKTG304	Marketing Operations Management	3
MKTG303	Marketing Strategy: Analysis and Decisions	3	MKTG305	Marketing Seminar	3
BBA303	Marketing Communications	3	200	Level Elective or General Credit	3
BBA315	Business Forecasting	3			

Minimum number of credit points in units at 300 level or above designated in the Schedule of Undergraduate Units as Commerce or Economics units = 18

Notes: * These units are offered in both semesters.

Important

1. Only for students who transfer or enrol into this degree in 2008
2. Students are governed by the rules of the year they enrol
3. For any further enquiries, please email: business_students@efs.mq.edu.au

Possible Business Dept and Commerce Electives units

(These following elective units are suggestion only. Students are required to take units on page1. This page is optional.)

<p>Anthropology (not all units are offered every year)</p> <p>ANTH 106 Drugs Across Cultures(3) ANTH150 Identity and Difference: Introduction to Anthropology(3) ANTH272 Re-negotiating Identity: Ethnicity, Diaspora and Nationalism(4) ANTH274 Illness and Healing(4) ANTH275 Development Studies: The Anthropology of International Aid(4) ANTH360 Asian Culture(4) ANTH385 Doing Ethnography(4) ANTH365 Islam(4)</p> <p>(NB: Students choosing Anthropology are advised to take ANTH150 in the first year/ second semester)</p>	<p>Media</p> <p>MAS104 Australian Media(3) MAS105 Media Cultures(3) MAS203 News and Current Affairs(3) MAS210 Print Media Production 1(3) MAS214 Media Forms: From Alphabet to Internet(3) MAS302 Media Identities(3) MAS307 Culture and Technology(3) MAS389 Public Relations I(3)</p>
<p>Demography (3cps each)</p> <p>DEM127 Demographics Fundamentals(3) DEM255 Topics in Demography(3) DEM256 Business Demographics(3) DEM355 Social and Applied Demography(3) DEM356 Demographic Techniques(3)</p> <p>(NB: Students choosing Demography are advised to take DEM127 at 100 level.)</p>	<p>Philosophy</p> <p>PHIL137 Critical Thinking(3) PHIL232 Philosophy of Science(4) PHIL242 Practical Ethics(4) PHIL264 Business and Professional Ethics(4)</p>
<p>HR Management</p> <p>HRM107 Introduction to Human Resources(3) HRM201 Comparative & International Employment Relations(3) HRM207 Human Resources Development(3) HRM217 HR Planning & Performance Management(3) HRM307 HRM-Issues & Process(3)</p>	<p>Sociology</p> <p>SOC175 Australian and Global Societies(3) SOC180 Sociology of Everyday Life(3) SOC232 Sociological Theories of Modernity(4) SOC234 Methods of Social Research(4) SOC289 Sociology of Media(4) SOC290 Work and Employment (4) SOC372 Human Services: Organisations, Structures & Policy(4)</p> <p>(NB: Students choosing Sociology are advised to take SOC175 at 100 level in the first year/first semester or SOC180 in the first year/ second semester)</p>
<p>Marketing</p> <p>MKTG207 Services Marketing (3)</p>	