

## BACHELOR OF COMMERCE (MARKETING AND ORGANISATIONAL BEHAVIOUR) SUGGESTED PROGRAM OF STUDY

This is a suggested study plan for the Bachelor of Commerce (Marketing & Organisational Behaviour). 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, MKTG302, MKTG303, MKTG304, PSY307 or PSY345

### *Full-time Students, First Year Program*

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG101*	Marketing Fundamentals	3	ECON111	Microeconomic Principles	3
ECON110	Macroeconomic Principles	3	PSY105	Introduction to Psychology II	3
PSY104	Introduction to Psychology I	3	100	Level Elective or General credit	3
STAT170*	Introductory Statistics	3	100	Level Elective or General credit	3
Maximum number of credit points at 100 level = 30.					

### *Full-time Students, Second Year Program*

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG203	Consumer Behaviour	3	MKTG202	Marketing Research	3
PSY222	Design and Statistics II	4	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
200	Level Elective or General Credit	3	200	Level Elective or General credit	3
<p><b>Students should take at least one 4 credit point elective to meet the total of 68 credit points for the degree.</b> Please be aware that some 300 level units require you to study units at 200 level first (This is called a prerequisite). It is advisable to decide on your 300 level units now to ensure that you enrol in the correct 200 level prerequisites. The University Handbook lists all prerequisites.</p>					

### *Full-time Students, 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	300	Level Commerce/Economics unit	3
PSY307	Organisational Psychology	4			
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](mailto:business_students@efs.mq.edu.au)

*Last updated: March 2008*