

**BACHELOR OF ARTS (BA)**  
**Coherent StudyCode: ECN07 (Major: Economics and Marketing)**  
**RECOMMENDED PROGRAM FOR 2008 INTAKE**

		Code	Unit Name	Credit Points			
				100	200	300	Total
<i>100 level</i>							
Core		ECON110	Macroeconomic Principles	3			
Core		ECON111	Microeconomic Principles	3			
Core		ECON141	Introductory Econometrics	3			
Core	Either	STAT170	Introductory Statistics				
	or	STAT171	Statistical Data Analysis	3			
<i>200 level</i>							
Core		ECON200	Microeconomic Analysis		4		
Core		ECON210	Public Economics		3		
Core		MKTG202	Marketing Research		3		
Core		MKTG 203	Consumer Behaviour		3		
<i>300 level</i>							
Core		ECON309	Industrial Organisation			3	
Core		ECON361	Economic and Business Forecasting			3	
Core		MKTG303	Marketing Strategy: Analysis and Decisions			3	
Core		MKTG304	Marketing Operations Management			3	
Total credit points in core program				12	13	12	37
# Total credit points available as electives				18	*7	6	31
Total credit points for degree				30	20	18	68

\* Students are strongly advised to take ECON201 as an elective unit.

# Denotes minimum level at which electives can be taken. Eg 100 level electives can be taken at 100 level or above.

General requirements: Minimum number of credit points 68, of which 38 must be above 100 level. Minimum 18 credit points at 300 level.