



BACHELOR OF COMMERCE – MARKETING SUGGESTED PROGRAMS OF STUDY

The BCom–Marketing (BCom-Mktg) is a specialist degree in marketing for those who wish to pursue a career in marketing or a related field. The degree program will take a minimum of 3 years full-time study. Entry into the BCom-Mktg is competitive with a Universities Admission Index (UAI) cut-off of 86 in 2006.

General requirements: Minimum number of credit points required for the degree: 68; maximum number of credit points at 100 level: 30; minimum number of credit points at 300 level: 18 with Commerce designation.

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 prefix units	3			
Plus 3 credit points @ 100 level^.					

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			
Plus: - 6 credit points @ 100 & - 3 credit points @ 200 level^.					

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			
BBA315	Business Forecasting	3			
Plus 2 or 3 credit points @ 200 level^.					

Notes:

* These units are offered in both semesters.

^ These credit points can be obtained by either undertaking elective units (ie. unless specified, any units offered by Macquarie for which the student meets pre-requisites) or general credits from previous studies.