

Marketing Major/Minor Course List for 2017

For students who commenced a Marketing major/minor in the Bachelor of Arts or Bachelor of Media in 2015 or earlier

This major/minor is available to students enrolled in the Bachelor of Arts and may only be taken as a second major in addition to a primary Arts major or as a minor. The major is also available in the Bachelor of Media.

The Major

Eight courses (24 units) including: one course (3 units) at level I; three courses (9 units) at level II; and four courses (12 units) at level III.

Level I				
S1/S2	MARKETNG	1001	Introduction to Marketing I	3
Level II				
SS/S2	MARKETNG	2501	Consumer Behaviour II*	3
S1	MARKETNG	2503	Marketing Communications II (<i>previously MARKETNG 3500</i>)	3
S1	MARKETNG	2505	Market Research II (<i>previously MARKETNG 3502</i>)	3
* assumed knowledge: <i>MARKETING 1001</i>				
Level III				
S2	MARKETNG	3501	International Marketing III*	3
S2	MARKETNG	3503	Market Strategy and Project III**	3
S2	MARKETNG	3504	Services Marketing III***	3
S1	MARKETNG	3505	Management of Brands III****	3
*pre-requisite: <i>MARKETING 1001</i> , assumed knowledge: <i>MARKETING 2501</i>				
**pre-requisite: <i>MARKETNG 1001</i> , or <i>MARKETNG 2501</i> and <i>MARKETNG 2505</i> , incompatible: <i>MARKETING 3507</i>				
***pre-requisite: <i>MARKETNG 1001</i>				
****pre-requisite: <i>MARKETNG 1001</i> and <i>MARKETNG 2501</i>				

STUDENTS WHO ARE STUDYING YEAR 3 OF THE MARKETING MAJOR IN 2016 MAY FOLLOW THIS ALTERNATE SEQUENCE TO COMPLETE THE MAJOR:

Level I

MARKETNG 1001 Introduction to Marketing

Level II

MARKETNG 2501 Consumer Behaviour II

plus courses to the value of 6 units chosen from:

COMMGMT 2500 Organisational Behaviour II

COMMGMT 2502 Organisational Dynamics II

COMMGMT 2503 Small and Family Business Perspectives II

INTBUS 2500 International Business II

Level III

MARKETNG 2505 Market Research II (*previously MARKETNG 3502*)

MARKETNG 3503 Market Strategy and Project III

plus courses to the value of 6 units chosen from:

MARKETNG 2503 Marketing Communications II (*previously MARKETNG 3500*)

MARKETNG 3501 International Marketing III

MARKETNG 3504 Services Marketing III

MARKETNG 3505 Management of Brands III

The Minor

Six courses (18 units) including: one course (3 units) at level I; three courses (9 units) at level II; and two courses (6 units) at level III. Your minor area must be different to your major.

Level I				
S1/S2	MARKETNG	1001	Introduction to Marketing I	3
Level II				
SS/S2	MARKETNG	2501	Consumer Behaviour II*	3
S1	MARKETNG	2503	Marketing Communications II (<i>previously MARKETNG 3500</i>)	3
S1	MARKETNG	2505	Market Research II (<i>previously MARKETNG 3502</i>)	3
* assumed knowledge: <i>MARKETING 1001</i>				
Level III				
Courses to the value of 6 units from the following:				
S2	MARKETNG	3501	International Marketing III*	3
S2	MARKETNG	3503	Market Strategy and Project III**	3
S2	MARKETNG	3504	Services Marketing III***	3
S1	MARKETNG	3505	Management of Brands III****	3
*pre-requisite: <i>MARKETING 1001</i> , assumed knowledge: <i>MARKETING 2501</i>				
**pre-requisite: <i>MARKETING 1001</i> , or <i>MARKETNG 2501</i> and <i>MARKETNG 2505</i> , incompatible: <i>MARKETING 3507</i>				
***pre-requisite: <i>MARKETNG 1001</i>				
****pre-requisite: <i>MARKETNG 1001</i> and <i>MARKETNG 2501</i>				
STUDENTS WHO ARE STUDYING YEAR 3 OF THE MARKETING MINOR IN 2016 MAY FOLLOW THIS ALTERNATE SEQUENCE TO COMPLETE THE MAJOR:				
<u>Level I</u>				
MARKETNG	1001	Introduction to Marketing		
<u>Level II</u>				
MARKETNG	2501	Consumer Behaviour II		
<u>Level III</u>				
MARKETNG	2503	Marketing Communications II (previously MARKETNG 3500)		
MARKETNG	3503	Market Strategy and Project III		
<i>plus courses to the value of 6 units chosen from:</i>				
MARKETNG	2505	Market Research II (previously MARKETNG 3502)		
MARKETNG	3501	International Marketing III		
MARKETNG	3503	Market Strategy and Project III		
MARKETNG	3504	Services Marketing III		
MARKETNG	3505	Management of Brands III		

General Degree Prerequisites

A minimum of 12 units at level I must be completed before moving on to level II courses.

A minimum of 6 units at level II must be completed before moving on to level III courses.

At least 15 units in the major must be completed before undertaking the capstone.

Check the Course Planner ([link](#)) for specific course prerequisites.