



| Year 1 | | | | |
|--------|--|---|---|--|
| S1 | Major Level I | ARTS 1007 The Enquiring Mind: Freedom and Media (semester 1 or 2 or Winter School) | Arts Elective Level I | Arts Elective Level I |
| S2 | Major Level I | Arts Elective Level I | MARKETNG 1001 Introduction to Marketing I (semester 1 or 2) | Arts Elective Level I |
| Year 2 | | | | |
| S1 | Major Level II | Arts Elective Level II | MARKETNG 2503 Marketing Communications II | MARKETNG 2505 Market Research II |
| S2 | Major Level II | Arts Elective Level II | MARKETNG 2501 Consumer Behaviour II (summer school or semester 2) | MARKETNG 3504 Services Marketing III |
| Year 3 | | | | |
| S1 | Major Level III | Major Level III | MARKETNG 3505 Management of Brands III | Arts Elective Level II or III |
| S2 | Major Level III - Capstone course 6 units | | MARKETNG 3503 Market Strategy and Project III | MARKETNG 3501 International Marketing III |

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|-------------------|------------------------|-------------------|----------------------|
| Arts Major course | Marketing Major course | Compulsory course | Arts elective course |
|-------------------|------------------------|-------------------|----------------------|

Degree information

You will complete 72 units to finish your degree, comprising at least 12 units (and a maximum of 24 units) at Level I, and a minimum of 48 units at Levels II and III. Most courses are worth 3 units each, except some Level III courses which are worth 6 units.

The Bachelor of Arts with a major in Marketing requires completion of:

- the core course: ARTS 1007 The Enquiring Mind: Freedom and Media
- an Arts major to the value of 24 units
- a major in Marketing to the value of 24 units
- 21 units of Arts electives

The Arts Major

Your major comprises up to eight courses (24 units) from one area of study. You must complete at least 3 units (and a maximum of 6 units) at Level I, a minimum of 3 units at Level II, and a minimum of 12 units at Level III including the designated 6-unit capstone course. In the case of a major in languages you must complete a maximum of 6 units at Level I, a maximum of 9 units at Level II and a maximum of 9 units at Level III. You can access major lists on the Faculty of Arts website at: www.arts.adelaide.edu.au/current-students/undergrad/majorsminors/

The Marketing Major

The major in Marketing comprises 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.

Many courses in this major have assumed knowledge or pre-requisites so please plan your enrolment carefully. You can access the Marketing major list on the Faculty of Arts website at:

www.arts.adelaide.edu.au/current-students/undergrad/majorsminors/

Arts Electives

Seven electives (21 units) can be chosen from any discipline within the Faculty of Arts. Electives can be from the same or different areas of study.

For Faculty of Arts electives, see our website:

www.arts.adelaide.edu.au/current-students/undergrad/courses/

Ensure that you check any restrictions and pre-requisites.

Global Experience

A Global Learning experience may be included in your program. Please see arts.adelaide.edu.au/current-students/undergrad/exchange/

Further Information and Enrolment Advice

Faculty of Arts

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