

# Marketing Major/Minor Course List for 2017

## Bachelor of Arts and Bachelor of Media

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 three courses (12 units) at level III.

<b>Level I</b>				
S1/S2	MARKETNG	1001	Introduction to Marketing I	3
<b>Level II</b>				
SS/S2	MARKETNG	2501	Consumer Behaviour II*	3
S1	MARKETNG	2503	Marketing Communications II	3
S1	MARKETNG	2505	Market Research II	3
* assumed knowledge: <i>MARKETING 1001</i>				
<b>Level III</b>				
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>				

### The Minor

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

<b>Level I</b>				
S1/S2	MARKETNG	1001	Introduction to Marketing I	3
<b>Level II</b>				
SS/S2	MARKETNG	2501	Consumer Behaviour II*	3
S1	MARKETNG	2503	Marketing Communications II	3
S1	MARKETNG	2505	Market Research II	3
* assumed knowledge: <i>MARKETING 1001</i>				
<b>Level III</b>				
<b>Courses to the value of 6 units from the following:</b>				
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>				

**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.