

Marketing Major/Minor Course List for 2018

Bachelor of Arts (may only be taken as a second major in addition to a primary Arts major)
Bachelor of Media

The Major

24 units of courses including: a minimum of 3 units at level I; a minimum of 9 units at level II; and a minimum 12 units at level III.

The simplest way to plan your major is:

- 3 units at level I
- 9 units at level II
- 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	3
S1	MARKETNG	2505	Market Research II	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>				

The Minor

18 units of courses including: a minimum of 3 units at level I; a minimum of 9 units at level II; and a minimum of 6 units at level III. Your minor area must be different to your major.

The simplest way to plan your minor is:

- 3 units at level I
- 9 units at level II
- 6 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	3
S1	MARKETNG	2505	Market Research II	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>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>				