

# Marketing Major/Minor Course List for 2020

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

Bachelor of Teaching (Middle) with Bachelor of Arts (minor only)

Bachelor of Teaching (Secondary) with Bachelor of Arts (minor only)

Bachelor of Media (optional major)

## 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				
Summer /S1/S2	MARKETNG	1001	Introduction to Marketing	3
Level II				
S1	MARKETNG	2010	Marketing Strategy* ( <i>incompatible MARKETNG 3503</i> )	3
SS/S2	MARKETNG	2501	Consumer Behaviour**	3
S1	MARKETNG	2506	Building & Managing Brands* ( <i>incompatible MARKETNG 3505</i> )	3
Level III				
S2	MARKETNG	3004	Marketing Planning Project*** ( <i>incompatible MARKETNG 3503</i> )	3
And 9 units from the following:				
S2	MARKETNG	3003	Business to Business Marketing**	3
S1	MARKETNG	3005	Marketing Communications in a Digital World ( <i>incompatible MARKETNG 2503</i> )	3
S1	MARKETNG	3006	Delivering Customer Insights* ( <i>incompatible MARKETNG 2505</i> )	3
S2	MARKETNG	3501	Marketing to the World*	3
S2	MARKETNG	3504	Service Design and Marketing*	3
S2	MARKETNG	3510	Contemporary Issues in Marketing #	3
*pre-requisite: MARKETING 1001				
** assumed knowledge: MARKETING 1001				
*** pre-requisite: MARKETING 1001, MARKETNG 2010				
# Contemporary Issues in Marketing is permitted 'by invitation' only to those students who have excelled in previous marketing courses.				

## 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				
Summer /S1/S2	MARKETNG	1001	Introduction to Marketing	3
Level II				
S1	MARKETNG	2010	Marketing Strategy* ( <i>incompatible MARKETNG 3503</i> )	3
SS/S2	MARKETNG	2501	Consumer Behaviour**	3
S1	MARKETNG	2506	Building & Managing Brands** ( <i>incompatible MARKETNG 3505</i> )	3
Level III				
6 units from the following				
S2	MARKETNG	3003	Business to Business Marketing**	3
S2	MARKETNG	3004	Marketing Planning Project*** ( <i>incompatible MARKETNG 3503</i> )	3
S1	MARKETNG	3005	Marketing Communications in a Digital World ( <i>incompatible MARKETNG 2503</i> )	3
S1	MARKETNG	3006	Delivering Customer Insights* ( <i>incompatible MARKETNG 2505</i> )	3
S2	MARKETNG	3501	Marketing to the World*	3
S2	MARKETNG	3504	Service Design Marketing*	3
S2	MARKETNG	3510	Contemporary Issues in Marketing #	3
*pre-requisite: MARKETING 1001				
** assumed knowledge: MARKETING 1001				
*** pre-requisite: MARKETING 1001, MARKETNG 2010				
# Contemporary Issues in Marketing is permitted 'by invitation' only to those students who have excelled in previous marketing courses.				