

Marketing Major/Minor Course List for 2019

Bachelor of Arts (may only be taken as a second major in addition to a primary Arts 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				
S1/S2	MARKETNG	1001	Introduction to Marketing	3
Level II				
S1	MARKETNG	2010	Marketing Strategy*	3
SS/S2	MARKETNG	2501	Consumer Behaviour**	3
Plus courses to the value of 3 units from the following:				
S1	MARKETNG	2506	Building and 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:				
S1	MARKETNG	3005	Communicating 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	Services and Design Marketing*	3
S2	MARKETNG	3510	Contemporary Issues in Marketing #	3
*pre-requisite: <i>MARKETING 1001</i>				
** assumed knowledge: <i>MARKETING 1001</i>				
*** pre-requisite: <i>MARKETING 1001, MARKETNG 2505 or MARKETNG 2010, and MARKETNG 2501</i>				
# <i>Contemporary Issues in Marketing is permitted 'by invitation' only to those students who have excelled in previous marketing courses.</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	3
Level II				
S1	MARKETNG	2010	Marketing Strategy*	3
SS/S2	MARKETNG	2501	Consumer Behaviour**	3
Plus courses to the value of 3 units from the following:				
S1	MARKETNG	2506	Building and Managing Brands** (<i>incompatible MARKETNG 3505</i>)	3
Level III				
6 units from the following				
S2	MARKETNG	3004	Marketing Planning Project*** (<i>incompatible MARKETNG 3503</i>)	3
S2	MARKETNG	3510	Contemporary Issues in Marketing #	3
*pre-requisite: <i>MARKETING 1001</i>				
** assumed knowledge: <i>MARKETING 1001</i>				
*** pre-requisite: <i>MARKETING 1001, MARKETNG 2505 or MARKETNG 2010, and MARKETNG 2501</i>				
# <i>Contemporary Issues in Marketing is permitted 'by invitation' only to those students who have excelled in previous marketing courses.</i>				

Courses that may be available to study in subsequent years are detailed over page.

Courses that may be available to study in subsequent years:

The Major

Level II			
Plus courses to the value of 3 units from the following:			
MARKETNG	2012	Creativity and Innovation in Marketing**	3
Level III			
And 9 units from the following:			
MARKETNG	3003	Business to Business Marketing	3

The Minor

Level II			
Plus courses to the value of 3 units from the following:			
MARKETNG	2012	Creativity and Innovation in Marketing**	3