

Only for students commencing in 2021. If you started this Major in a previous year, please refer to the List of the year you commenced.

This list applies to the following programs:

- Bachelor of Arts (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)

MAJOR	MINOR
24 units of courses including: <ul style="list-style-type: none"> • Level 1: 3 units • Level 2: 9 units • Level 3: 12 units 	18 units of courses including: <ul style="list-style-type: none"> • Level 1: 3 units • Level 2: 9 units • Level 3: 6 units

Term	Course code	Course name	Units
MAJOR			
Level 1			
Summer/S1/S2	MARKETNG	1001 Introduction to Marketing	3
Level 2			
N/A	MARKETNG	2002 Marketing Analysis	3
S1	MARKETNG	2010 Marketing Strategy* (<i>incompatible MARKETNG 3503</i>)	3
Summer/S2	MARKETNG	2501 Consumer Behaviour*	3
Level 3			
S2	MARKETNG	3004 Marketing Planning Project** (<i>incompatible MARKETNG 3503</i>)	3
Plus 9 units from the following:			
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

* prerequisite: MARKETING 1001

** assumed knowledge: MARKETING 1001

** prerequisite: MARKETNG 2010

Contemporary Issues in Marketing is permitted 'by invitation' only to those students who have excelled in previous marketing courses.

Term	Course code	Course name	Units	
MINOR				
Level 1				
Summer/ S1/S2	MARKETNG	1001	Introduction to Marketing	3
Level 2				
N/A	MARKETNG	2002	Marketing Analysis*	3
S1	MARKETNG	2010	Marketing Strategy* (<i>incompatible MARKETNG 3503</i>)	3
Summer/S2	MARKETNG	2501	Consumer Behaviour*	3
Level 3				
6 units from the following:				
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

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