

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

Course code	Course name	Units
<b>MAJOR</b>		
<b>Level 1</b>		
MARKETNG 1001	Introduction to Marketing	3
<b>Level 2</b>		
MARKETNG 2010	Marketing Strategy* ( <i>incompatible MARKETNG 3503</i> )	3
MARKETNG 2501	Consumer Behaviour*	3
MARKETNG 2506	Building and Managing Brands	3
<b>Level 3</b>		
MARKETNG 3004	Marketing Planning Project	3
plus 9 units from the following:		
MARKETNG 3005	Marketing Communications in a Digital World	3
MARKETNG 3006	Delivering Customer Insights* ( <i>incompatible MARKETNG 2505</i> )	3
MARKETNG 3501	Marketing to the World*	3
MARKETNG 3504	Service Design and Marketing*	3
MARKETNG 3510	Contemporary Issues in Marketing#	3

\*prerequisite: MARKETING 1001

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

Course code	Course name	Units
<b>MINOR</b>		
<b>Level 1</b>		
MARKETNG 1001	Introduction to Marketing	3
<b>Level 2</b>		
MARKETNG 2010	Marketing Strategy* ( <i>incompatible MARKETNG 3503</i> )	3
MARKETNG 2501	Consumer Behaviour*	3
MARKETNG 2506	Building and Managing Brands	3
<b>Level 3</b>		
MARKETNG 3004	Marketing Planning Project	3
plus 3 units from the following:		
MARKETNG 3005	Marketing Communications in a Digital World	3
MARKETNG 3006	Delivering Customer Insights* ( <i>incompatible MARKETNG 2505</i> )	3
MARKETNG 3501	Marketing to the World	3
MARKETNG 3504	Service Design and Marketing	3
MARKETNG 3510	Contemporary Issues in Marketing#	3

\*prerequisite: MARKETING 1001

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