

Bachelor of Commerce / Bachelor of Global Studies – Marketing Major Course Map

(Information last updated on 22 October 2025)

Students commencing 2026 Semester 1 intake

YEAR 1				
SEM 1	BUSN114 Marketing Essentials 10cp <i>Inc: BUSN112</i> Specified Business Unit	ITEC100 Information Technology 10cp Bachelor of Commerce units - Specified Business units	POLS104 Introduction to International Relations 10cp Bachelor of Global Studies units - Global Studies Specified units	HIST115 Global History: Six Degrees of Separation 10cp Bachelor of Global Studies units - Global Studies Specified units
SEM 2	BUSN113 Managing People and Organisations 10cp Bachelor of Commerce units - Specified Business units	MKTG210 Product Marketing and Innovation 10cp	SOCS101 Global Society and Change 10cp OR GEOG214 Sustainability: The Global Challenge Bachelor of Global Studies units - Global Studies Specified units	Core Curriculum, unit 1 ACU Core Curriculum 1 100-level unit 10cp
YEAR 2				
SEM 1	MKTG201 Buyer Behaviour 10cp Marketing Major	MKTG209 Digital Marketing: The Connected Space 10cp Marketing Major	Global Studies Elective OR Global Studies Minor Unit 1 (100-level unit)	BUSN105 Financial Literacy 10 cp <i>Inc: BUSN104</i> Bachelor of Commerce units - Specified Business units
SEM 2	Elective Units Business Elective 1	MKTG200 Marketing Research 10cp Marketing Major	Global Studies Elective OR Global Studies Minor Unit 2 (100- or 200-level unit) 10 cp	Global Studies Elective OR Minor unit 3 (200-level unit) 10 cp
YEAR 3				
SEM 1	BIPX202 Community Engagement: Building Strengths and Capabilities 10cp Bachelor of Commerce units - Specified Business units	MKTG321 Marketing Technology and Visualisation 10cp <i>Inc: MKTG319</i> Marketing Major	GLST305 Global Studies Research Project 10cp Global Studies Specified Units	Core Curriculum, unit 2 ACU Core Curriculum 2 200-level unit 10cp

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SEM 2	GLST301 Global Study Abroad A (Pre: SOCS101 or GEOG214, HIST115 and POLS104) 10cp	GLST302 Global Study Abroad B (Pre: SOCS101 or GEOG214, HIST115 and POLS104) 10cp	GLST303 Global Study Abroad C (Pre: SOCS101 or GEOG214, HIST115 and POLS104) 10cp	GLST304 Global Study Abroad D (Pre: SOCS101 or GEOG214, HIST115 and POLS104) 10cp
	OR ***GLST300 Global Studies International Internship (Pre: SOCS101 or GEOG214, HIST115 and POLS104) 40cp			
	OR ***Rome Semester Program 40cp			
YEAR 4				
SEM 1	BIPX301 Professional Experience 10 cp Bachelor of Commerce units - Specified Business units	Business Elective 2 10 cp	Global Studies Elective OR Minor Unit 4 (200-level unit) 10 cp	Business Elective 3 10 cp
	MKTG202 Marketing Communications: Engaging Stakeholders 10 cp Marketing Major	MKTG318 Social Impact of Marketing 10 cp Marketing Major	MKTG313 Strategic Marketing and Planning 10 cp Marketing Major	Business Elective 4