

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

(Information last updated on 24 October 2025)

Students commencing 2026 Semester 2 intake

YEAR 1				
SEM 2	Specified Business units BUSN114 Marketing Essentials <i>Inc: BUSN112</i>	Bachelor of Commerce units - Specified Business units ITEC100 Information Technology in Action	Global Studies Specified units SOCS101 Global Society and Change OR GEOG214 Sustainability: The Global Challenge	Core Curriculum units Core Curriculum Unit 1 See the ACU Core Curriculum page for details
YEAR 2				
SEM 1	Bachelor of Commerce units - Specified Business units BUSN113 Managing People and Organisations	MKTG210 Product Marketing and Innovation	Bachelor of Global Studies units - Global Studies Specified units POLS104 Introduction to International Relations	Bachelor of Global Studies units - Global Studies Specified units HIST115 Global History: Six Degrees of Separation
SEM 2	Bachelor of Commerce units - Specified Business units BUSN105 Financial Literacy <i>Inc: BUSN104</i>	Major MKTG Marketing MKTG200 Marketing Research	Bachelor of Global Studies units Global Studies Elective OR Minor Unit 1 (100 level unit)	Major MKTG Marketing MKTG202 Marketing Communications: Engaging Stakeholders
YEAR 3				
SEM 1	Major MKTG Marketing MKTG201 Buyer Behaviour	Major MKTG Marketing MKTG209 Digital Marketing: The Connected Space	Bachelor of Global Studies units Global Studies Elective OR Minor Unit 2 (200-level unit)	Bachelor of Global Studies units Global Studies Elective OR Minor Unit 3 (200-level unit)
SEM 2	GLST301 Global Study Abroad A (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	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

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YEAR 4

SEM 1	Major MKTG Marketing MKTG321 Marketing Technology and Visualisation <i>Inc: MKTG319</i>	Bachelor of Commerce units - Specified Business units BIPX202 Community Engagement: Building Strengths and Capabilities	Elective units Business Elective 1	Core Curriculum units Core Curriculum Unit 2 See the ACU Core Curriculum page for details
SEM 2	Major MKTG Marketing MKTG313 Strategic Marketing and Planning	Major MKTG Marketing MKTG318 Social Impact of Marketing	Elective units Business Elective 2	Elective units Business Elective 3

YEAR 5

SEM 1	Elective units Business Elective 4	Bachelor of Commerce units - Specified Business units BIPX301 Professional Experience	Bachelor of Global Studies units Global Studies Elective OR Minor Unit 4 (200-level unit)	Bachelor of Global Studies units - Global Studies Specified units GLST305 Global Studies Research Project
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