

## Course Map

### Brisbane, Melbourne, North Sydney and Strathfield

Students commencing in 2019 or 2020

Semester 1 intake Course Map

#### Marketing Major

YEAR 1				
<b>SEM 1</b>	<b>Arts Major Unit a</b> 100-level unit 10cp	<b>BUSN111</b> Working with Technology 10cp	<b>BUSN112</b> Managing Markets 10cp	<b>BUSN113</b> Managing People and Organisations 10cp
<b>SEM 2</b>	<b>Arts Major Unit b</b> 100/200-level unit 10cp	<b>Arts Minor Unit a</b> 100-level unit 10cp  <b>OR</b> <b>Arts Elective</b> 10cp	<b>BUSN104</b> Money Matters (Inc: ACCT100) 10cp	<b>Core Curriculum Unit 1</b> UNCC100 or PHIL102 or PHIL104 10cp <a href="#">See the ACU Core Curriculum page for more details</a>
YEAR 2				
<b>SEM 1</b>	<b>Arts Major Unit c</b> 200-level unit 10cp	<b>Arts Major Unit d</b> 200-level unit 10cp	<b>Arts Minor Unit b</b> 100/200-level unit 10cp  <b>OR</b> <b>Arts Elective</b> 10cp	<b>Arts Minor Unit c</b> 200-level unit 10cp  <b>OR</b> <b>Arts Elective</b> 10cp
<b>SEM 2</b>	<b>Arts Major Unit e</b> 200-level unit 10cp	<b>Arts Major Unit f</b> 200-level unit 10cp	<b>Arts Minor Unit d</b> 200-level unit 10cp  <b>OR</b> <b>Arts Elective</b> 10cp	<b>MKTG202</b> Marketing Communications: Engaging Stakeholders 10cp
YEAR 3				
<b>SEM 1</b>	<b>MKTG209</b> Digital Marketing: The Connected Space 10cp	<b>MKTG201</b> Buyer Behaviour 10cp	<b>Marketing Minor a</b> 100-level unit 10cp  <b>OR</b> <b>Business Elective</b> 10cp	<b>Core Curriculum Unit 2</b> UNCC300 or PHIL320 10cp <a href="#">See the ACU Core Curriculum page for more details</a>
<b>SEM 2</b>	<b>BIPX202</b> Community Engagement: Building Strengths and Capabilities (Pre: UNCC100) 10cp	<b>MKTG207</b> Marketing Toolkit 10cp	<b>Marketing Minor b</b> 100-level unit 10cp  <b>OR</b> <b>Business Elective</b> 10cp	<b>Marketing Minor c</b> 100-level unit 10cp  <b>OR</b> <b>Business Elective</b> 10cp
<b>YEAR 4 IS SHOWN ON THE FOLLOWING PAGE...</b>				

# Bachelor of Arts/Bachelor of Commerce

(Information last updated on 27 February 2020)

## YEAR 4

<b>SEM 1</b>	<b>Arts Major Unit g</b> 300-level unit 10cp	<b>Marketing Minor d</b> 100-level unit 10cp  <b>OR</b> <b>Business Elective</b> 10cp	<b>MKTG313</b> Strategic Marketing and Planning (Pre: MKTG207) 10cp	<b>MKTG315</b> Marketing Analysis: Evidence-Based Decisions (Pre: MKTG207) 10cp
<b>SEM 2</b>	<b>Arts Major Unit h</b> 300-level unit 10cp	<b>MKTG301</b> International Marketing: The Borderless World (Pre: MKTG207) 10cp	<b>MKTG318</b> Social Impact of Marketing (Pre: MKTG207) 10cp	<b>BUSN304</b> Working with Diversity and Conflict (Inc: BUSN202) 10cp <b>OR</b> <b>BIPX301</b> Professional Experience (Pre: BIPX202) 10cp