

**MARKETING Major**  
**Blacktown, Brisbane, Melbourne, North Sydney and Strathfield**

To be awarded this Business Degree you must complete 24 Units (240cps) in total. The Peter Faber Business School follows the 8+8+8 degree model for the Bachelor of Commerce, this is comprised of:

- eight (8) specified units which all students must do
- eight (8) specified major units
- eight (8) elective or free choice units.

**Of the Specified units, there are four (4) Business Foundation Units that are compulsory to be completed in your commencing semester.**

Commencing Semester Enrolment Business Foundation Units				
<b>Commencing semester</b>	<b>BUSN104</b> Money Matters	<b>BUSN111</b> Working with Technology	<b>BUSN112</b> Managing Markets	<b>BUSN113</b> Managing People and Organisations

- Apart from the Foundation Units above, all other units listed within this degree require 'assumed knowledge'. This knowledge is gained by completing the Foundation Units.

Specified Units (8): All students complete these		
Unit Code and Name	Prerequisite (P) Incompatible (I)	Offering
<b>BUSN104</b> Money Matters <i>Complete in commencing semester</i>	ACCT100 (I)	Semester 1 and Semester 2 *Professional Term 5 and *Summer
<b>BUSN111</b> Working with Technology <i>Complete in commencing semester</i>	ISYS111 (I)	Semester 1 and Semester 2 *Professional Term 5 and *Summer
<b>BUSN112</b> Managing Markets <i>Complete in commencing semester</i>	MKTG100 (I)	Semester 1 and Semester 2 *Professional Term 5 and *Summer
<b>BUSN113</b> Managing People and Organisations <i>Complete in commencing semester</i>	MGMT100 (I)	Semester 1 and Semester 2 *Professional Term 5 and *Summer
<b>BIPX202</b> Community Engagement: Building Strengths	UNCC100 (P) or PHCC102 (P) or PHCC104 (P) BIPX100 (I)	Semester 1 and Semester 2 *Professional Term 5 and *Summer
<b>BUSN304</b> Working with Diversity and Conflict Or <b>BIPX301</b> Professional Experience	80cps (I) BUSN202 (I)  BIPX202 (P)	Semester 1 and Semester 2 *Professional Term 5 and *Summer  Semester 1 and Semester 2 *Professional Term 5 (tbc)
<b>Core Curriculum Unit 1</b> See the <a href="#">ACU Core Curriculum</a> page for more details		Semester 1 and Semester 2 *Winter and *Summer Terms
<b>Core Curriculum Unit 2</b> See the <a href="#">ACU Core Curriculum</a> page for more details	UNCC100 (P) or PHCC102 (P) or PHCC104 (P)	Semester 1 and Semester 2 *Winter and *Summer Terms

\* Winter term 30/05-01/08 2021; Professional Term 5 14/06- 22/08 2021, Summer 22/11-31/01 2022

## Bachelor of Commerce Marketing Major

(Information last updated on 5 November 2020)

<b>MARKETING</b> (Blacktown, Brisbane, Melbourne, North Sydney and Strathfield)		
<b>Unit Code and Name</b>	<b>Prerequisite (P) Incompatible (I)</b>	<b>Offering</b>
<b>MKTG207</b> Marketing Toolkit	MKTG100 (I)	Semester 1 and Semester 2
<b>MKTG202</b> Marketing Communications: Engaging Stakeholders		Semester 1
<b>MKTG201</b> Buyer Behaviour		Semester 1
<b>MKTG209</b> Digital Marketing: The Connected Space		Semester 1
<b>MKTG301</b> International Marketing: The Borderless World	MKTG207 or MKTG100 (P)	Semester 2
<b>MKTG313</b> Strategic Marketing and Planning	MKTG207 or MKTG100 (P)	Semester 1 and Semester 2
<b>MKTG315</b> Marketing Analysis: Evidence-Based Decisions	MKTG207 or MKTG100 (P)	Semester 1
<b>MKTG318</b> Social Impact of Marketing	MKTG207 or MKTG100 (P)	Semester 2

These units are current at time of publication, please refer to [Handbook](#) in case of changes.

### Elective units

Follow this link for the Units offered by the Business School:

[2021 ACU Business Elective Units](#)

to choose your:

- eight (8) elective units
- two minors of four (4) related units.

or

- a combination of a minor and electives.

If you choose to study 1 or more minors please follow this link

[Minors](#)

Please continue to the next page for more information

## Generic Course Map

**Full time study load - 4 units per semester (8 units per year)**

**\*Part-time Study Load - 2 units per semester (4 units per year)**

To give you flexibility when organising a work, university and life balance, we have included a standard course map as well as a fast track course map for you to map your own course progression.

You can use either of these maps to choose when you will complete the remaining Specified units, your chosen Major and Elective Units according to the teaching period they are offered (as indicated above).

**Please note:** You should always map your course progression in conjunction with the [course rules](#) located in the ACU [Handbook](#).

It is **each student's responsibility** to complete the Specified and chosen Major units required for your degree. Please ensure you review the unit offerings to ensure you meet prerequisite requirements when you map your unit enrolment progression.

\*International Students must contact the International Office for permission to reduce your study load to part-time.

### Standard Course Map Template

Sample First Year of Enrolment				
<b>Commencing semester</b>	<b>BUSN104</b> Money Matters	<b>BUSN111</b> Working with Technology	<b>BUSN112</b> Managing Markets	<b>BUSN113</b> Managing People and Organisations
<b>Semester 2</b>				<b>Core Curriculum Unit 1</b> See the <a href="#">ACU Core Curriculum</a> page for more details
Year 2 of Enrolment				
<b>Semester 1</b>				
<b>Semester 2</b>				<b>BIPX202</b> Community Engagement: Building Strengths
Year 3 of Enrolment				
<b>Semester 1</b>				<b>Core Curriculum Unit 2</b> See the <a href="#">ACU Core Curriculum</a> page for more details
<b>Semester 2</b>				<b>BUSN304</b> Working with Diversity and Conflict Or <b>BIPX301</b> Professional Experience

All course map planning should follow the [course rules](#) for your degree. Please refer to the list of units on pages 1 and 2 for prerequisite and incompatible units.

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(Information last updated on 5 November 2020)

## Fast Track Course Map Template

Sample First Year of Enrolment				
<b>Commencing semester</b>	<b>BUSN104</b> Money Matters	<b>BUSN111</b> Working with Technology	<b>BUSN112</b> Managing Markets	<b>BUSN113</b> Managing People and Organisations
<b>Professional Term 5 Or Winter Term (Optional)</b>	<b>Core Curriculum Unit 1</b> See the <a href="#">ACU Core Curriculum</a> page for more details			
<b>Second Semester of Study</b>				
<b>Summer Term (Optional)</b>				<b>BIPX202</b> Community Engagement: Building Strengths
Year 2 of Enrolment				
<b>Third Semester of Study</b>				
<b>Professional Term 5 Or Winter Term (Optional)</b>	<b>Core Curriculum Unit 2</b> See the <a href="#">ACU Core Curriculum</a> page for more details			
<b>Fourth Semester of Study</b>				
<b>Summer Term (Optional)</b>				<b>BUSN304</b> Working with Diversity and Conflict Or <b>BIPX301</b> Professional Experience
Year 3 of Enrolment				
<b>Fifth Semester of Study</b>				
<b>Professional Term 5 Or Winter Term (Optional)</b>				

This information is correct at the time of publishing and is subject to change.

We recommend always following the [course rules](#) for the latest offering of this course.

Please refer to the list of units on pages 1 and 2 for prerequisite and incompatible units. **Be sure to pay attention to when units are offered to meet prerequisite requirements when you map your unit enrolment plan.**