Barzan University College

Course enrolment planner

Bachelor of Business - BA-BUS11 Marketing Major

Recommended Sequence

The sequencing of units listed on your Course planner depends on unit availability, pre-requisite requirements and the semester in which you commenced your course. Students are strongly advised to follow the below recommended sequence of units during enrolment. If the recommended sequence is not followed, it can impact your smooth progression through the course, and may extend the duration of your program. If you have any questions or concerns, don't hesitate to reach out to your Program Coordinator to plan your course.

Students should complete no more than 150 credit points (normally 12 units) at Introductory Level (i.e. ABC1XXXX)

Year One

Semester 1

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
BUS10015 Creative Mindset and Entrepreneurship	+12.5	Nil	
MGT10009 Contemporary Management Principles	+12.5	Nil	
MKT10009 Marketing and the Consumer Experience	+12.5	Nil	
Elective	+12.5		

Semester 2

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
ACC10007 Financial Information for Decision Making	+12.5	Nil	
ECO10005 Economics for Business Decision Making	+12.5	Nil	
INF10024 Business Digitalisation	+12.5	(AK) Basic computer literacy skills are expected, particularly experience with Microsoft Word	
Elective	+12.5		

Year Two

Semester 3

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
BUS10014 Business for Sustainability, Social Change and Impact	+12.5	Nil	
MKT20019 Marketing Research and Analytics	+12.5	(P) 87.5 cps AND MKT10009	
MKT20021 Integrated Marketing Communication	+12.5	(P) MKT10009	
Elective	+12.5		

Semester 4

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MKT20025 Consumer Behaviour	+12.5	(P) MKT10009	
MKT20031 Marketing and Innovation	+12.5	(P) MKT10009	
MKT20032 Frontiers in Digital Marketing	+12.5	(P) MKT20031 OR MKT20019	
Elective	+12.5		

Year Three

Semester 5

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
BUS30031 Sustainable Business Practice	+12.5	(P) 175 cps	
MKT30018 Marketing Insights	+12.5	(P) MKT20019 AND 150 cps	
Elective	+12.5		
Elective	+12.5		

Semester 6

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
BUS30032 Business Consulting Project	+12.5	(P) BUS30031 OR 200 cps	
MKT30016 Marketing Strategy and Planning	+12.5	(P) 175 cps AND MKT20025	
Elective	+12.5		
Elective	+12.5		

How to use your course planner

The units in your planner are colour coded to assist you with mapping out your studies. Refer to the boxes below for an overview of your course requirements. Once you successfully complete a unit, under the **"Completed"** column, tick "**Yes**".

Your course planner gives you a comprehensive overview of which units you have completed and which units you have remaining to complete. You will also be able to see if you meet the requisites before you enroll in your next unit/s.

Course Information

Course 300 Credit Points and 24 Credit hours

Core units
100 Credit points

A set of compulsory units you **MUST** complete as part of your Course.

Major units
100 Credit points

Elective units
100 Credit points

A combination of elective units you **MUST** complete as part of your Course.

Enrolment

Check **'My Enrolment'** to ensure that you are planning to enrol in the right units, prioritising prerequisite and co-requisite units.

If you enrol in units in the wrong order, it can affect your enrolment into future units, and the duration to complete your course.

Please note that **'My Enrolment'** will only show Swinburne subjects.

Types of requisites

• Prerequisite (P) — you must complete this unit before enrolling in a following unit.

• Co-requisites (Co-req) — you must complete this pair of units at the same time.

• Concurrent prerequisites (Concurrent-P) — you may complete these units either at the same time or before the higher unit.

• Anti-requisite (A) — unit/s with similar content.

• Equivalent (E) — unit/s with the same content.

• Assumed Knowledge (AK) — minimum level of knowledge needed for the unit.

FAQs

How can I find more information about my course

Visit **Bachelor of Business** for major options.

Where can I find out more about individual unit information?

Visit the **Single Unit Search** page to search for additional unit content.