

Only for students commencing in 2021. If you started this Major in a previous year, please refer to the List of the year you commenced.

This list applies to the following programs:

- Bachelor of Arts (in addition to a primary Arts major)
- Bachelor of Teaching (Middle) with Bachelor of Arts (minor only)
- Bachelor of Teaching (Secondary) with Bachelor of Arts (minor only)
- Bachelor of Media (optional major)

MAJOR	MINOR
24 units of courses including: <ul style="list-style-type: none"> <li>• Level 1: 3 units</li> <li>• Level 2: 12 units</li> <li>• Level 3: 9 units</li> </ul>	18 units of courses including: <ul style="list-style-type: none"> <li>• Level 1: 3 units</li> <li>• Level 2: 9 units</li> <li>• Level 3: 6 units</li> </ul>

Term	Course code	Course name	Units
<b>MAJOR</b>			
<b>Level 1</b>			
Summer/S1/S2	MARKETNG	1001 Introduction to Marketing	3
<b>Level 2</b>			
N/A	COMMLAW	2503 Company and Business Law	3
N/A	MARKETNG	2002 Marketing Analysis	3
S1	MARKETNG	2010 Marketing Strategy* ( <i>incompatible MARKETNG 3503</i> )	3
Summer/S2	MARKETNG	2501 Consumer Behaviour*	3
<b>Level 3</b>			
S1	MARKETNG	3006 Delivering Customer Insights* ( <i>incompatible MARKETNG 2505</i> )	3
S2	MARKETNG	3501 Marketing to the World*	3
S2	MARKETNG	3504 Service Design and Marketing*	3

\* prerequisite: MARKETING 1001

\*\* assumed knowledge: MARKETING 1001

\*\* prerequisite: MARKETNG 2010

# Contemporary Issues in Marketing is permitted 'by invitation' only to those students who have excelled in previous marketing courses.

Term	Course code	Course name	Units	
<b>MINOR</b>				
<b>Level 1</b>				
Summer/ S1/S2	MARKETNG	1001	Introduction to Marketing	3
<b>Level 2</b>				
N/A	MARKETNG	2002	Marketing Analysis*	3
S1	MARKETNG	2010	Marketing Strategy* ( <i>incompatible MARKETNG 3503</i> )	3
Summer/S2	MARKETNG	2501	Consumer Behaviour*	3
<b>Level 3</b>				
6 units from the following:				
S1	MARKETNG	3006	Delivering Customer Insights* ( <i>incompatible MARKETNG 2505</i> )	3
S2	MARKETNG	3501	Marketing to the World*	3
S2	MARKETNG	3504	Service Design and Marketing*	3

\*pre-requisite: MARKETING 1001

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