



# Bachelor of Business in Digital Marketing and Communication 2022 Study Plan

ID NAME DATE			
<b>Level I</b>			
<a href="#">MARKETNG 1001</a> Introduction to Marketing	<a href="#">ENTREP 1002</a> Personal Professional Development	<a href="#">ECON 1008</a> Data Analytics I	Open or Broadening Elective I
<a href="#">ENTREP 1000</a> Business Lifecycles	<a href="#">ENTREP 1011</a> Entrepreneurship Foundations and Mindset	Open or Broadening Elective I	Open or Broadening Elective I
<b>Level II</b>			
<a href="#">MARKETNG 2001</a> Digital Media in Business	<a href="#">MARKETNG 2506</a> Building and Managing Brands (prerequisite – Introduction to Marketing)	Open or Broadening Elective II/III	Open or Broadening Elective I/II
<a href="#">COMMLAW 2503</a> Company and Business Law	<a href="#">MARKETNG 2501</a> Consumer Behaviour	Open or Broadening Elective II/III	Open or Broadening Elective I/II
<b>Level III</b>			
<a href="#">MARKETNG 3007</a> Content Creation and Management	<a href="#">MARKETNG 3005</a> Marketing Communications in a Digital World	Open or Broadening Elective II/III	Open or Broadening Elective II/III
<a href="#">MARKETNG 3008</a> Data Driven Customer Engagement	<a href="#">MDIA 3341</a> Advanced Digital Promotion	Open or Broadening Elective II/III	3 units from: <a href="#">PROF 3500</a> Undergraduate Professions Internship <a href="#">PROF 3505</a> Undergraduate Professions Virtual Internship <a href="#">PROF 3501</a> Undergraduate Professions Internship OS <a href="#">PROF 3510</a> Industry Project <a href="#">ENTREP 3900</a> eChallenge <a href="#">ENTREP 3901</a> Tech eChallenge <a href="#">ENTREP 3902</a> Project Abroad

ALL COURSES ARE WORTH 3.00 UNITS UNLESS SPECIFIED OTHERWISE

Completed	Enrolled	To do
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## Degree Information

- Students must ensure they are correctly enrolled in accordance with the Academic [Program Rules](#)
- A total of 72.00 units is required to complete the Bachelor of Commerce in Marketing
- Students must ensure they check pre-requisites and and courses restrictions before enrolling in a course via the [Course Planner](#)

We recommend using this study plan and the [University Course Planner](#) to research which semester your compulsory courses are available, check for pre-requisites/restrictions, [research interesting electives](#), plan your timetable and enroll as soon as possible for the entire year.

Students may include electives from any Undergraduate courses offered by the University that are available to the students. All students must include 9 units of Broadening Electives.

## Further Information and Enrolment Advice

More information, enrolment checks and program advice can be sought from the Professions Support Hub team.

## Faculty of the Professions Support Hub

Phone: +61 8 8313 4755

Email: [professions@ask.adelaide.edu.au](mailto:professions@ask.adelaide.edu.au)

<https://uofa.link/profstudents>