



2022 Study Plan

Bachelor of Commerce in Accounting and Marketing

Level I			
MARKETING 1001 Introduction to Marketing	ENTREP 1002 Personal Professional Development	ENTREP 1011 Entrepreneurship Foundations and Mindset	ACCTING 1004 Accounting Foundations
ECON 1008 Data Analytics I	ECON 1012 Principles of Economics	CORPFIN 1002 Business Finance	ENTREP 1000 Business Lifecycles
Level II			
ACCTING 2501 Financial Accounting (prerequisite – Accounting Foundations)	MARKETNG 2002 Marketing Analytics (prerequisite Data Analytics)	MARKETNG 2010 Marketing Strategy (prerequisite Introduction to Marketing)	MARKETNG 3006 Delivering Customer Insight (prerequisite Introduction to Marketing)
ACCTING 2500 Cost & Management Accounting (prerequisite – Accounting Foundations)	COMMLAW 2503 Company and Business Law	MARKETNG 2501 Consumer Behaviour	ACCTING 2503 Accounting Information Systems (prerequisite – Accounting Foundations)
Level III			
ACCTING 3501 Corporate Accounting (prerequisite – Financial Accounting)	ACCTING 3502 Auditing (prerequisite – Financial Accounting)	COMMLAW 3500 Income Tax Law III (prerequisite – Company and Business Law)	ACCTING 3500 Accounting Theory (prerequisite – Financial Accounting)
MARKETNG 3504 Service Design and Marketing (prerequisite Introduction to Marketing)	MARKETNG 3501 Marketing to the World (prerequisite Introduction to Marketing)	MARKETNG 3004 Marketing Planning Project (prerequisite Marketing Strategy)	3 units from: PROF 3500 Undergraduate Professions Internship PROF 3505 Undergraduate Professions Virtual Internship PROF 3501 Undergraduate Professions Internship OS PROF 3510 Industry Project ENTREP 3900 eChallenge ENTREP 3901 Tech eChallenge ENTREP 3902 Project Abroad

ALL COURSES ARE WORTH 3.00 UNITS UNLESS SPECIFIED OTHERWISE

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 Accounting and Marketing
- Students must ensure they check pre-requisites and and courses restrictions before enrolling in a course via the [University Course Planner](#)
- Specific courses must be completed to meet [CPA](#) and [CA ANZ](#) requirements.

- 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, plan your timetable and enrol for the entire year

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

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www.adelaide.edu.au/professions/current-students/hub/