



Level I			
ENTREP 1000 Business Lifecycles	MARKETNG 1001 Introduction to Marketing	ENTREP 1011 Entrepreneurship Foundations and Mindset	Open OR Broadening Elective Level I
ENTREP 1002 Personal Professional Development	ECON 1008 Data Analytics I	Open OR Broadening Elective Level I	Open OR Broadening Elective Level I
Level II			
MARKETNG 2010 Marketing Strategy (prerequisite Introduction to Marketing)	MARKETNG 2002 Marketing Analytics (prerequisite Data Analytics)	Open OR Broadening Elective Level II	Open OR Broadening Elective Level I/II
MARKETNG 2501 Consumer Behaviour	COMMLAW 2503 Company and Business Law	Open OR Broadening Elective Level II	Open OR Broadening Elective Level I/II
Level III			
MARKETNG 3006 Delivering Customer Insights (prerequisite Introduction to Marketing)	MARKETNG 3501 Marketing to the World (prerequisite Introduction to Marketing)	Open OR Broadening Elective Level III	Open OR Broadening Elective Level III
MARKETNG 3504 Service Design and Marketing (prerequisite Introduction to Marketing)	MARKETNG 3004 Marketing Planning Project (prerequisite Marketing Strategy)	Open OR Broadening Elective Level III	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 Marketing
- Students must ensure they check pre-requisites and and courses restrictions before enrolling in a course via the [University 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 enrol for the entire year.

Elective courses

Students may include electives from any Undergraduate courses offered by the University that are available to the students. A [guide to choosing Open or Broadening electives](#) can be found on the Professions Support Hub website.

All students must include 9 units of Broadening Electives except for students completing a double major in Accounting and Corporate Finance, Accounting and Marketing, or Corporate Finance and Marketing.

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/