

Course progression map for 2026 commencing students

This progression map is a guide only. It does not substitute for the list of required units as outlined in the course 'Requirements' section of the Handbook. The order of units can be rearranged, if applicable prerequisite requirements are met. The unit offering information is correct at the time of publication, however changes may occur. You are advised to check with the relevant Faculty Student Services staff when planning your course and refer to the Handbook entry for each unit prior to the start of each semester.

B2039 Bachelor of Marketing and Bachelor of Arts

	Bachelor of Marketing		Bachelor of Arts	
Year 1 Semester 1	MKF1120 Marketing theory and practice	ACF1001 Accounting fundamentals	Major studies unit 1	Specified studies unit 1
Year 1 Semester 2	MGF1010 Introduction to management	ECF1100 Microeconomics	Major studies unit 2	Specified studies unit 2
Year 2 Semester 1	MKF2111 Buyer behaviour	ETF1100 Business statistics	Major studies unit 3	Professional futures unit 1
Year 2 Semester 2	MKF2121 Marketing research methods	MKF2801 Marketing insights	Major studies unit 4	Professional futures unit 2
Year 3 Semester 1	MKF2131 Marketing decision analysis	MKF3461 Marketing Communication	Major studies unit 5	Professional futures unit 3
Year 3 Semester 2	MKF3121 Marketing planning and implementation	Discipline studies unit 1	Major studies unit 6	Professional futures unit 4
Year 4 Semester 1	BTX3181 Marketing law	Capstone unit MKF3131 Strategic marketing	Major studies unit 7	Specified studies unit 3
Year 4 Semester 2	Discipline studies unit 2	Discipline studies unit 3	Major studies unit 8	Specified studies unit 4

Part A	Core studies	Part A	Major studies
Part B	Discipline studies	Part B	Specified studies
Part C	Capstone studies		