

Course progression map for 2027 commencing students

This course map is a guide only and does not substitute for the required units outlined in the course 'Requirements' section of the Handbook. Units can be rearranged if applicable prerequisite requirements are met. This map applies to students commencing in the standard annual intake. When planning your course, check with Faculty Student Services, including for advice if commencing mid-year (where relevant), and refer to the Handbook entry for each unit before the start of each semester. Unit offering information is correct at the time of publication; however, changes may occur.

B2036 Bachelor of Marketing

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

Part A	Core studies
Part B	Discipline studies
Part C	Capstone studies
Part D	Elective studies