

## Course progression map for 2024 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.

### B2044 Bachelor of Marketing and Bachelor of Media Communication

	Bachelor of Marketing		Bachelor of Media Communication	
Year 1 Semester 1	MKF1120 Marketing theory and practice	ACF1001 Accounting fundamentals	Level 1 core unit ATS1206 Media challenges	Specialisation 1 1st gateway
Year 1 Semester 2	MGF1010 Introduction to management	ECF1100 Microeconomics	Level 1 core unit ATS1119 Communicating in the digital era	Specialisation 2 1st gateway
Year 2 Semester 1	MKF2111 Buyer behaviour	ETF1100 Business statistics	Media practice lab 2nd year	Specialisation 1 2nd gateway
Year 2 Semester 2	MKF2121 Marketing research methods	MKF2801 Marketing insights	Media practice lab 2nd year	Specialisation 2 2nd gateway
Year 3 Semester 1	MKF2131 Marketing decision analysis	MKF3461 Marketing communication	Specialisation cornerstone or level 2 elective	Specialisation capstone or 3rd year elective
Year 3 Semester 2	MKF3121 Marketing planning and implementation	Additional Marketing unit 1	Specialisation cornerstone or level 2 elective	Specialisation capstone or 3rd year elective
Year 4 Semester 1	BTX3181 Marketing law	Capstone unit MKF3131 Strategic marketing	Specialisation elective 2nd or 3rd year	Specialisation elective 3rd year
Year 4 Semester 2	Additional Marketing unit 2	Additional Marketing unit 3	ATS3129 Arts internship (12 points) or ATS3130 Arts international internship (12 points) or 2 x 3rd year Media practice labs	

Part A	Foundation business knowledge	Part A	Arts listed major
Part B	Specialist discipline knowledge	Part B	Arts specified study
Part C	Capstone	Part C	Collaboration and leadership