

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.

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	ATS1206 Media challenges	Core studies unit
Year 1 Semester 2	MGF1010 Introduction to management	ECF1100 Microeconomics	ATS1119 Communicating in the digital era	Core studies unit
Year 2 Semester 1	MKF2111 Buyer behaviour	ETF1100 Business statistics	Core studies unit	Foundation studies unit
Year 2 Semester 2	MKF2121 Marketing research methods	MKF2801 Marketing insights	Core studies unit	Foundation studies unit
Year 3 Semester 1	MKF2131 Marketing decision analysis	MKF3461 Marketing communication	Foundation studies unit	Specialist studies unit
Year 3 Semester 2	MKF3121 Marketing planning and implementation	Discipline studies unit 1	Foundation studies unit	Specialist studies unit
Year 4 Semester 1	BTX3181 Marketing law	Capstone MKF3131 Strategic marketing	Specialist studies unit	Specialist studies unit
Year 4 Semester 2	Discipline studies unit 2	Discipline studies unit 3	Specialist studies unit	Specialist studies unit

*The number of capstone, cornerstone and elective units in Media Communication will vary depending on your specialisation.

Part A	Core studies	Part A	Core studies
Part B	Discipline studies	Part B	Foundation studies
Part C	Capstone studies	Part C	Specialist studies