

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.

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	Specified studies unit 3
Year 2 Semester 2	MKF2121 Marketing research methods	MKF2801 Marketing insights	Major studies unit 4	Specified studies unit 4
Year 3 Semester 1	MKF2131 Marketing decision analysis	MKF3461 Marketing Communication	Major studies unit 5	Specified studies unit 5
Year 3 Semester 2	MKF3121 Marketing planning and implementation	Discipline studies unit 1	Major studies unit 6	Specified studies unit 6
Year 4 Semester 1	BTX3181 Marketing law	Capstone unit MKF3131 Strategic marketing	Major studies unit 7	Specified studies unit 7
Year 4 Semester 2	Discipline studies unit 2	Discipline studies unit 3	Major studies unit 8	Specified studies unit 8

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