

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.

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 study unit 1	Elective study unit 2
Year 2 Semester 1	MKF2121 Marketing research methods	MKF2801 Marketing insights	Elective study unit 3	Elective study unit 4
Year 2 Semester 2	MKF2131 Marketing decision analysis	Additional Marketing unit 1	MKF3461 Marketing communication	Elective study unit 5
Year 3 Semester 1	MKF3121 Marketing planning and implementation	BTX3181 Marketing law	Additional Marketing unit 2	Elective study unit 6
Year 3 Semester 2	Capstone unit MKF3131 Strategic marketing	Additional Marketing unit 3	Elective study unit 7	Elective study unit 8

Part A	Foundation business knowledge
Part B	Specialist discipline knowledge
Part C	Capstone
Part D	Free elective study