

## Course progression map for 2026 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 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