

Program Name	Bachelor of Marketing
Program Description	This key program prepares students for a career in any of the diverse fields of marketing in industry, commerce and in not-for-profit and government organizations. The key program focuses on the increasingly important role of marketing as the major source of organizational revenues and as a key contributor to organizational performance. Students will be exposed to the broad and dynamic field of marketing, providing knowledge which is critical to graduate capability in marketing roles in contemporary and emergent organizations.
Majors	Marketing
Minimum Requirements	Pass in Year 13, with 50% or more marks in English
Program Type	Degree

Course Code	Course Name	Credit Points
Year 1: Semester 1		
MKT501Sem (Pre-req: Year 13)	Introduction to Marketing	15
MGT 501Sem (Pre-req: Year 13)	Introduction to Management	15
LNG501Sem (Pre-req: Year 13)	English for Academic Studies	15
MKT502Sem (Pre-req: Year 13)	Merchandising and Composition	15
Total		60
Year 1: Semester 2		
MKT503Sem (Pre-req: Year 13)	Festive and Special Event Management	15
MKT504Sem (Pre-req: Year 13)	Facilities and Venue Management	15
MKT505Sem	Event Marketing	15

(Pre-req: Year 13)		
Elective:	1 x level 5 course from any discipline for which pre-requisite is met (Pre-req: Year 13)	15
	Total	60
Year 2: Semester 1		
MKT601Sem (Pre-req: MKT501)	Business Marketing	15
MKT603Sem (Pre-req: MKT501)	Electronic Marketing	15
MKT604Sem (Pre-req: MKT501)	Property Marketing	15
MKT605Sem (Pre-req: MKT501)	Event Planning and Management	15
	Total	60
Year 2: Semester 2		
MGT601Sem (Pre-req :MGT501)	Operations Management	15
MGT603Sem (Pre-req :MGT501)	Consumer Behavior	15
ELECTIVES:	Two level 6 courses from any discipline for which prerequisites are met (2 x level 6 courses)	2 x15
	Total	60
Year 3: Semester 1		
MKT701Sem (Pre-req: MKT601)	Marketing Research	15
MKT702Sem (Pre-req: MKT601)	Strategic Marketing	15

MKT703Sem (Pre-req: MKT601)	Service Marketing	15
Elective	1 x level 7 course from any discipline for which prerequisite is met	15
	Total	60
Year 3: Semester 2		
MKT704Sem (Pre-req: MKT601)	Advertising and Public Relations	15
MKT705Sem (Pre-req: MKT601)	International Marketing	15
Electives:	Two level 7 courses from any discipline for which prerequisites are met (2x level 7)	2x 15
	Total	60
	Total Credit Points	360
Directed Industrial Attachment (DIA) 4 months : Assisting with Employment		