

<b>Program Name</b>	Bachelor of Marketing
<b>Program Description</b>	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.
<b>Majors</b>	Marketing
<b>Minimum Requirements</b>	Pass in Year 13, with 50% or more marks in English
<b>Program Type</b>	Degree

Course Code	Course Name	Credit Points
<b>Year 1: Semester 1</b>		
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
	<b>Total</b>	<b>60</b>
<b>Year 1: Semester 2</b>		
MKT503Sem (Pre-req: Year 13)	Festive and Special Event Management	15
MKT504Sem (Pre-req: Year 13)	Facilities and Venue Management	15
MKT505Sem (Pre-req: Year 13)	Event Marketing	15

Elective:	1 x level 5 course from any discipline for which pre-requisite is met (Pre-req: Year 13) <b>List Level 5 Elective to choose from</b>	15
HRM501Sem (Pre-req: Year 13)	Introduction to Industrial Relation & Human Resource Management	
MGT502Sem (Pre-req: Year 13)	Theory and Practice of Management	
	<b>Total</b>	<b>60</b>
<b>Year 2: Semester 1</b>		
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
	<b>Total</b>	<b>60</b>
<b>Year 2: Semester 2</b>		
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) <b>List Level 6 Elective to choose from</b>	2 x15
MGT607Sem (Pre-req: MGT501)	<b>Sales Management</b>	
MGT604Sem (Pre-req: MGT501)	<b>Entrepreneurship &amp; Small Business Management</b>	
	<b>Total</b>	<b>60</b>
<b>Year 3: Semester 1</b>		
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 <b>List Level 7 Elective to choose from</b>	15
MGT703Sem (Pre-req :MGT601)	Strategic Management	
MGT701Sem (Pre-req :MGT601)	Organisational Behaviour	
	<b>Total</b>	<b>60</b>
<b>Year 3: Semester 2</b>		
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) <b>List Level 7 Elective to choose from</b>	2x 15
MGT702Sem (Pre-req :MGT601)	Total Quality Management	
MGT704Sem (Pre-req :MGT601)	Public Sector Management	
	<b>Total</b>	<b>60</b>
	<b>Total Credit Points</b>	<b>360</b>
<b>Directed Industrial Attachment (DIA) 4 months : Assisting with Employment after passing 50% of the courses</b>		



