

## Structuring a Marketing major in the Bachelor of Commerce

Semester 1	Semester 2
<b>Year 1</b>	
BUSS1000 Future of Business	BUSS1030 Accounting For Decision Making
BUSS1020 Quantitative Business Analysis	MKTG1002 Marketing Research
MKTG1001 Marketing Principles	Major 2/Minor
Major 2/Minor	Open Learning Environment
<b>Year 2</b>	
BUSS2000 Leading and Influencing in Business	MKTG2112 Consumer Behaviour
MKTG2113 Marketing Insights	Major 2/Minor
Major 2/Minor	Major 2/Elective
Elective	Elective
<b>Year 3</b>	
Marketing major – 3000-level selective	MKTG3600 Marketing in Practice
Marketing major – 3000-level selective	Marketing major – 3000-level selective
Major 2/Minor	Major 2/Minor
Major 2/Elective	Elective

 Degree core unit     Marketing major

This information is considered a guide only. Please consult the handbook link below for detailed information.

[http://sydney.edu.au/handbooks/business\\_school/](http://sydney.edu.au/handbooks/business_school/)

## Structuring a Marketing major in the combined Bachelor of Commerce and Bachelor of Advanced Studies

Semester 1	Semester 2
<b>Year 1</b>	
BUSS1000 Future of Business	BUSS1030 Accounting For Decision Making
BUSS1020 Quantitative Business Analysis	MKTG1002 Marketing Research
MKTG1001 Marketing Principles	Major 2
Major 2	Open Learning Environment
<b>Year 2</b>	
BUSS2000 Leading and Influencing in Business	MKTG2112 Consumer Behaviour
MKTG2113 Marketing Insights	Major 2
Major 2	Major 2
Elective	Elective
<b>Year 3</b>	
Marketing major – 3000-level selective	MKTG3600 Marketing in Practice
Marketing major – 3000-level selective	Marketing major – 3000-level selective
Major 2	Major 2
Major 2	Elective
<b>Year 4</b>	
Elective	Elective
Advanced Studies Coursework Unit	Advanced Studies Coursework Unit
Advanced Studies Coursework Unit	Advanced Studies Coursework Unit
Elective	Elective

Degree core unit
  Marketing major
  Advanced studies unit

This information is considered a guide only. Please consult the handbook link below for detailed information. Students considering Honours within the Bachelor of Advanced Studies, should follow the Bachelor of Commerce structure (including two majors), to be eligible to commence Honours in Year 4.

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