

Structuring a Marketing major in the Bachelor of Commerce

Semester 1	Semester 2
Year 1	
Future of Business	Accounting, Business and Society
Quantitative Business Analysis	Marketing Research
Marketing Principles	Major 2/Minor
Major 2/Minor	Open Learning Environment*
Year 2	
Leading and Influencing in Business	Consumer Behaviour
Marketing Insights	Major 2/Minor
Major 2/Minor	Elective*
Major 2/Elective*	Open Learning Environment*
Year 3	
Marketing major	Marketing in Practice
Marketing major	Marketing major
Major 2/Minor	Major 2/Minor
Major 2/Elective*	Elective*

Degree core unit Marketing major

This information is considered a guide only. Please check official course resolutions and requirements prior to enrolment.
***Dalyell Scholars** should replace one Open Learning Environment unit of study and one Elective unit of study with their two Dalyell units of study.

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

Semester 1	Semester 2
Year 1	
Future of Business	Accounting, Business and Society
Quantitative Business Analysis	Marketing Research
Marketing Principles	Major 2
Major 2	Open Learning Environment*
Year 2	
Leading and Influencing in Business	Consumer Behaviour
Marketing Insights	Major 2
Elective*	Elective*
Major 2	Open Learning Environment*
Year 3	
Marketing major	Major 2
Marketing major	Marketing major
Major 2	Marketing in Practice
Major 2	Major 2
Year 4**	
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

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****Students considering Honours** within the Bachelor of Advanced Studies should follow the Bachelor of Commerce structure, completing all requirements (including two majors) in Year 3 to be eligible to commence Honours in Year 4. Year 4 of their program would differ to that illustrated here and consist of Honours units of study including Honours coursework and thesis units.