

Bachelor of Business (Marketing) and Bachelor of Tourism and Events Study Planner



Business, Government and Law

		Bachelor of Business (Marketing)		Bachelor of Tourism and Events	
First Year	Semester 1	BUSN1011 Accounting for Managers	BUSN1012 Management, People & Organisations	TOUR1101 Introduction to Tourism Studies	TOUR1104 Tourism Portfolio
	Semester 2	BUSN1019 Law for Business	BUSN1009 Quantitative Methods	TOUR1102 Interpretation for Tourism	COMS1001 Academic and Professional Communication
Second Year	Semester 1	BUSN1013 Economics for Business	INNO1001 Innovative & Creative Thinking	Select 4.5 units of Second year elective options	BUSN1022 Marketing Principles
	Semester 2	BUSN2020 ** Consumer Behaviour	* Marketing Elective or BUSN Option	TOUR1103 Introduction to Events	SOCI2025 Sociological Research: Design Methods & Ethics
Third Year	Semester 1	BUSN2019 International Business Context	BUSN2038 Human Resource Management	TOUR2101 Place, Culture & Tourism	TOUR2103 Event Design and Management
	Semester 2	* Marketing Elective or BUSN Option	BUSN2028 ** Market Research	TOUR3106 Tourism Business Planning & Innovation	GEOG2142 Environment, Economy & Culture
Fourth year	Semester 1	BUSN3042 ** Marketing Planning and Strategy: Contemporary and Future Focused	BUSN3051 ** International Marketing	TOUR3101 Contemporary Issues in Tourism & Events	TOUR3113 Sustainable Tourism Planning and Development
	Semester 2	BUSN3055 ** Strategic Management	* Marketing Elective or BUSN Option	Select one of: VEED2004 TOUR3102 TOUR3104	Select one of: VEED2004 TOUR3102 TOUR3104

** topic has prerequisites

* One must be BUSN Option and two must be Marketing Elective topics

Please note:

- This template should be read in conjunction with the [Course Rule](#)
- Topic information can be found on the [Topic Page](#)
- Your program only allows for a maximum of 10 first year topics (e.g. BUSN1###)