

BBUSMK, BBUSMKFP, BBUSMKOL
Bachelor of Business (Marketing)
Mid Year Commencing Study Planner

First Year	Semester 1				
	Semester 2	BUSN1009 Interpreting and Visualising Business Data	BUSN1011 Finance and Accounting for Leaders	BUSN1025 Coding for Business	BUSN2048 Social Media Marketing
Second Year	Semester 1	BUSN1012 Managing in Modern Organisations	BUSN1022 Marketing Principles in the Digital Era	INNO1001 Innovative and Creative Thinking: Recognising Opportunities	Elective
	Semester 2	BUSN2020** Consumer Behaviour	BUSN2033** Branding and Advertising	BUSN2046 Managing Project, Supply Chain, and Logistics	BUSN2055 Law for Decision Makers
Third Year	Semester 1	BUSN2053** Building Resilience and Professional Skills	BUSN2038 Human Resource Management	BUSN2028** Uncovering Global Market Insights	BUSN2054 Applying Economics for Business
	Semester 2	BUSN3055** Using Strategy for Business Transformation	BUSN3065** AI, Cybersecurity and the Future of Work	BUSN3030 Marketing for Health, Well-being and Social Impact	BUSN3052** Building Leaders of the Future
Fourth Year	Semester 1	BUSN3042** Marketing Planning and Strategy: Contemporary and Future Focused	BUSN3027** Digital Marketing and Analysis	BUSN3044** Industry Placement OR BUSN3073** ^ Engaging with Industry	Elective

**** Pre-requisites apply**

^ Students in the Online course (BBUSMKOL) take BUSN3073 Engaging with Industry (BUSN3044 not available for online students)

Please note:

- This document is provided as a guide only. Students are responsible for ensuring that they have completed their study according to the official Course rule:
 - [BBUSMK – Bedford Park course rule](#)
 - [BBUSMKFP – Flinders City Campus course rule](#)
 - [BBUSMKOL – Online course rule](#)
- Topic information for all topics, including pre-requisites can be found on the [Topic Page](#)
- General enrolment assistance is available via [Ask Flinders](#)
- Require Elective Advice?** <https://students.flinders.edu.au/my-course/study-plans/elective-advice>