

# Bachelor of Business (Marketing) (Online Pathway) Study Planner



**Flinders**  
UNIVERSITY

College of Business,  
Government & Law

First Year	Semester 1	<b>BUSN1011</b> Accounting for Managers	<b>BUSN1012</b> Management, People & Organisations	<b>BUSN1013</b> Economics for Business	<b>BUSN1022</b> Marketing Principles
	Semester 2	<b>BUSN1009</b> Quantitative Methods	<b>INNO1004</b> Creative Thinking & Problem Solving: Finding & Framing Problems Worth Solving	<b>BUSN1019</b> Law for Business	*Business Option topic
Second Year	Semester 1	<b>BUSN2019</b> International Business Context	<b>BUSN2038</b> Human Resource Management	<b>BUSN2028 **</b> Market Research	* Marketing Specialisation topic
	Semester 2	<b>BUSN2020 **</b> Consumer Behaviour	*Marketing Specialisation topic	*Business Option topic	*Business Option topic
Third Year	Semester 1	<b>BUSN3042 **</b> Marketing Planning and Strategy: Contemporary and Future Focused	<b>BUSN3051 **</b> International Marketing	*Business Option topic	*Business Option topic
	Semester 2	<b>BUSN3055 **</b> Strategic Management	*Online Option topic	*Online Option topic	*Business Option topic

\* Three of these must be BUSN electives, two must be Marketing electives and four must be General electives

\*\* Pre-requisites apply

### 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###)