

Bachelor of Business (Marketing) (Online Pathway)

Study Planner



Business, Government and Law

First Year	Semester 1	BUSN1011 Accounting for Managers	BUSN1012 Management, People & Organisations	BUSN1013 Economics for Business	BUSN1022 Marketing Principles
	Semester 2	BUSN1009 Quantitative Methods	INNO1001 Innovative and Creative Thinking: Recognising Opportunities	BUSN1019 Law for Business	*Elective
Second Year	Semester 1	BUSN2019 International Business Context	BUSN2038 Human Resource Management	BUSN2028 ** Market Research	* BUSN Option Topic
	Semester 2	BUSN2020 ** Consumer Behaviour	*BUSN Option Topic	*Elective	*Elective
Third Year	Semester 1	BUSN3042 ** Marketing Planning and Strategy: Contemporary and Future Focused	BUSN3051 ** International Marketing	*Specialisation Option topic	* BUSN Option Topic
	Semester 2	BUSN3055 ** Strategic Management	BUSN3065 ** The Future of Work in the Digital Age	*Specialisation Option topic	*Elective

**** 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###)