

**BBUSMK, BBUSMKFP, BBUSMKOL**  
**Bachelor of Business (Marketing)**  
**Study Planner – mid year start**

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

**\*\* Pre-requisites apply**

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

**Please note:**

- This template should be read in conjunction with the Course Rule.
  - [BBUSMK - Bedford Park course rule](#)
  - [BBUSMKFP - Festival Plaza course rule](#)
  - [BBUSMKOL – Online course rule](#)
- Topic information can be found on the [Topic Page](#)