

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

First 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	BUSN1009 Interpreting Business Data	BUSN1011 Finance and Accounting for Leaders	BUSN1025 Coding 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.
 - [BBUSMK - Bedford Park course rule](#)
 - [BBUSMKFP - Festival Plaza course rule](#)
 - [BBUSMKOL – Online 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###)