

## Bachelor of Business (Marketing)

Program of Study can be found here: <http://www.flinders.edu.au/courses/rules/undergrad/bbus/bbusmk.cfm>

Topic information can be found here:

<https://www.flinders.edu.au/webapps/stusys/index.cfm/topic/main/?year=&subj=&numb=&title=&aims=&fees=Y>

Below is listed what you must complete for this course, together with study plans showing the recommended sequence of topics over six semesters if you are studying full time. The order of topics may be changed in any way you like PROVIDED that topic prerequisites have been met when you do any particular topic.

Part time students will have to spread their study over more than six semesters/three years

### Semester 1 Start

<b>First Year</b>	<b>Semester 1</b>	<b>BUSN1011</b> Accounting for Managers	<b>BUSN1012</b> Management, People & Organisations	<b>BUSN1013</b> Economics for Business	<b>BUSN1022</b> Marketing Principles
	<b>Semester 2</b>	<b>BUSN1009</b> Quantitative Methods	<b>INNO1001</b> Innovative & Creative Thinking	<b>BUSN1019</b> Law for Business	*BUSN or General or Marketing Elective
<b>Second Year</b>	<b>Semester 1</b>	<b>BUSN2019</b> International Business Context	<b>BUSN2038</b> Human Resource Management	<b>BUSN2028</b> Market Research <b>Prerequisite:</b> Completed BUSN1009	*BUSN or General or Marketing Elective
	<b>Semester 2</b>	<b>BUSN2020</b> Consumer Behaviour <b>Prerequisite:</b> Completed BUSN1022	*BUSN or General or Marketing Elective	*BUSN or General or Marketing Elective	*BUSN or General or Marketing elective
<b>Third Year</b>	<b>Semester 1</b>	<b>BUSN3042</b> Strategic Marketing <b>Prerequisite</b> 1 of BUSN2015, BUSN2025, BUSN1022	<b>BUSN3051</b> International Marketing <b>Prerequisite</b> 1 of: BUSN1022, BUSN2025, or 36 units of BUSN	*BUSN or General or Marketing Elective	*BUSN or General or Marketing Elective
	<b>Semester 2</b>	<b>BUSN3055</b> Strategic Management <b>Prerequisite</b> 72 units from any topics plus 1 of BUSN1007 or BUSN1013 plus 1 of BUSN1001 or BUSN1011	<b>BUSN3065</b> The Future of Work in the Digital Age <b>Prerequisite</b> 36 units of any topics	*BUSN or General or Marketing Elective	*BUSN or General or Marketing Elective

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

## Bachelor of Business (Marketing)

### Semester 2 Start

<b>First Year</b>	<b>Semester 2</b>	<b>BUSN1009</b> Quantitative Methods	<b>INNO1001</b> Innovative & Creative Thinking	<b>BUSN1019</b> Law for Business	*BUSN or General or Marketing elective
	<b>Semester 1</b>	<b>BUSN1011</b> Accounting for Managers	<b>BUSN1012</b> Management, People & Organisations	<b>BUSN1013</b> Economics for Business	<b>BUSN1022</b> Marketing Principles
<b>Second Year</b>	<b>Semester 2</b>	<b>BUSN2020</b> Consumer Behaviour <b>Prerequisite</b> Completed BUSN1022	*BUSN or General or Marketing elective	*BUSN or General or Marketing elective	*BUSN or General or International Business elective
	<b>Semester 1</b>	<b>BUSN2019</b> International Business Context	<b>BUSN2038</b> Human Resource Management	<b>BUSN2028</b> Market Research <b>Prerequisite</b> Completed BUSN1009	<b>BUSN3051</b> International Marketing <b>Prerequisite</b> 1 of: BUSN1022, BUSN2025, or 36 units of BUSN
<b>Third Year</b>	<b>Semester 2</b>	<b>BUSN3055</b> Strategic Management <b>Prerequisite</b> 72 units from any topics plus 1 of BUSN1007 or BUSN1013 plus 1 of BUSN1001 or BUSN1011	<b>BUSN3065</b> The Future of Work in the Digital Age <b>Prerequisite</b> 36 units of any topics	*BUSN or General or International Business elective	*BUSN or General or International Business elective
	<b>Semester 1</b>	<b>BUSN3042</b> Strategic Marketing <b>Prerequisite</b> 1 of BUSN2015, BUSN2025, BUSN1022	*BUSN or General or International Business elective	*BUSN or General or International Business elective	*BUSN or General or International Business elective

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

#### Important Notes:

1. Pre-requisites are listed in Red
- Please ensure you use this study plan as your guide for future enrolment
  - Please note that your program only allows for maximum of 10 first year topics