

**Bachelor of Tourism and Events Management &  
Bachelor of Business (Marketing)  
(BTEM-BBUSMK) Study Planner - Midyear**



Humanities, Arts and Social Sciences

		Tourism and Events		Business (Marketing)	
First Level	Semester 2	COMS1001 Academic and Professional Communication	TOUR1102 Interpretation for Tourism	BUSN1011 Finance and Accounting for Leaders	BUSN2055 Law for Decision Makers
	Semester 1	TOUR1101 Introduction to Tourism Studies	TOUR1104 Tourism and Events Portfolio	INNO1001 Innovative & Creative Thinking: Recognising Opportunities	BUSN1022 Marketing Principles in the Digital Era
Second Level	Semester 2	TOUR2105 Marketing for the Visitor Economy	TOUR1103 Introduction to Events	BUSN2020 * Consumer Behaviour	BUSN2048 Social Media Marketing
	Semester 1	VEED2004 Introduction to Digital Graphic Design	SOCI2025* Using Social Science Data	BUSN 1021 Managing in Modern Organisation	BUSN2054 Applying Economics for Business
Third Level	Semester 2	TOUR3106* Tourism and Events Business Planning and Innovation	GEOG2142 Environment, Economy & Culture	BUSN2033 Branding and Advertising	BUSN3030 Marketing for Health, Wellbeing and Social Impact
	Semester 1	TOUR2101* Place, Culture & Tourism	TOUR2103* Event Design and Management	BUSN2028 Market Research	BUSN2038 Human Resource Management
Fourth Level	Semester 2	TOUR3102 Placement <b>(NS1, NS2)</b>	Select one of: CREA3122 CREA3456 GEOG3025 INDG3761 TOUR3104 TOUR3108	BUSN3055 * Strategic Management	BUSN3052 Leadership in Business and Society
	Semester 1	TOUR3101* Contemporary Issues in Tourism and Events <b>(NS1)</b>	TOUR3113* Sustainable Tourism Planning and Development <b>(NS1)</b>	BUSN3027 Digital Marketing and Analysis	BUSN3042 Marketing Planning and Strategy: Contemporary and Future Focused

\* Pre-requisites apply

\*\* 2 topics must be Marketing Elective and 1 topic must be BUSN Option

**Key:**

Core Topics (Tourism)
Core topics (Business)
Elective/Option Topics

Please note:

- This document is provided as a guide only. Students are responsible for ensuring that they have completed their study according to the official [Course Rule](#).
- Topic information for all topics, including pre-requisites can be found on the [Topic Page](#)
- Advice on which elective to choose is available on the [Elective Advice](#) page
- General enrolment assistance is available via [Ask Flinders](#)
- For specific course advice e-mail: [courseadvice.HASS@flinders.edu.au](mailto:courseadvice.HASS@flinders.edu.au)