

Bachelor of Business Administration with Honours in Marketing
Year 1 Entry

- Core Courses
- Concentration Core Courses
- Concentration Elective Courses
- Business Elective Courses
- University Core Courses
- General Education Courses
- GIP Courses

YEAR 1		YEAR 2	
AUTUMN	SPRING	AUTUMN	SPRING
BUS 2000BEF Integrated Business Foundation		BUS 2020BEF Integrated Business Functions	
UNI 1012ABW Social Responsibilities	UNI 1002ABW University Core Values	General Education Course	UNI 2002BEW Effective Communication and Teamwork
General Education Course		GIP 200BEF Global Immersion Programme (Undergraduate Year 2)	
GIP 100BEF Global Immersion Programme (Undergraduate Year 1)			
YEAR 3		YEAR 4	
AUTUMN	SPRING	AUTUMN	SPRING
BUS 4088BEF Business Sustainability: Theory and Practice	BUS 3068BEF Business Issues and Ethics	BUS 4028BEF Investigating Entrepreneurial Opportunities	
DB 3047BEF Digital Marketing	MKT 3062BEF Marketing Research and Analytics	MKT 4063BEF e-Retailing	MGT 4098BEF Business Strategy
MKT 3066BEF Marketing Communications	MKT 3063BEF Consumer Behaviour	Concentration Elective Course	MKT 4062BEF Strategic Marketing
UNI 3002BEW Entrepreneurial Mindset and Leadership for Sustainability	MKT 4077BEF Brand Management	Business Elective Course	Concentration Elective Course
Business Elective Course	Business Elective Course	Business Elective Course	Business Elective Course
GIP 300BEF Global Immersion Programme (Undergraduate Year 3)		GIP 400BEF Global Immersion Programme (Undergraduate Year 4)	