



BA-BUSMKT7 Bachelor of Business (Marketing)
Program Planner (General)
 September/2021 (New Student)

Student ID:										Date:			/			/		
Student Name:	First Name:										Family Name:							
Student Signature:																		
Staff Name:											Staff Signature:							

Chosen One Second- Major /Co-Major/ Two Minors/ One Minor and 4 Electives/ 8 Electives :

PROGRAM PLAN

Units of Study (MARKETING MAJOR)					Complete in	
List the units contained in each group of units specified in the course rules. Unit Level 1 = Introductory; 2 = Intermediate; 3 = Advanced						
Unit Code	Unit Title	Pre-requisites	Unit Type	Sem	Tick	
ACC10007	Financial Information for Decision Making		Core unit	September	<input type="checkbox"/>	
MGT10001	Introduction to Management		Core unit	September	<input type="checkbox"/>	
MKT10007	Fundamentals of Marketing		Core unit	Summer Term	<input type="checkbox"/>	
ECO10004	Economic Principles		Core unit	Summer Term	<input type="checkbox"/>	
INF10003	Introduction to Business Information Systems		Core unit	2	<input type="checkbox"/>	
BUS10012	Innovative Business Practice		Core unit	2	<input type="checkbox"/>	
MKT20025	Consumer Behaviour	MKT10007	Discipline unit	2	<input type="checkbox"/>	
MKT20031	Marketing and Innovation	MKT10007 and Anti-requisite: MKT20024	Discipline unit	2	<input type="checkbox"/>	
			<input type="checkbox"/> 2nd-major <input type="checkbox"/> Minor	3	<input type="checkbox"/>	
			<input type="checkbox"/> 2nd-major <input type="checkbox"/> Minor	3	<input type="checkbox"/>	
MKT20021	Integrated Marketing Communication	MKT10007	Discipline unit	3	<input type="checkbox"/>	
MKT20032	Frontiers in Digital Marketing	MKT20031 or MKT20019 or MKT20024	Discipline unit	3	<input type="checkbox"/>	
			<input type="checkbox"/> 2nd-major <input type="checkbox"/> Minor	4	<input type="checkbox"/>	
MKT20019	Marketing Research and Analytics	87.5 credit points & MKT10007	Discipline unit	4	<input type="checkbox"/>	
			<input type="checkbox"/> 2nd-major <input type="checkbox"/> Minor	4	<input type="checkbox"/>	
			<input type="checkbox"/> 2nd-major <input type="checkbox"/> Minor	4	<input type="checkbox"/>	
BUS30024	Advanced Innovative Business Practice	175 Credit points (includes exemptions) Students are encouraged to take this unit in their second last semester of study	Capstone	5	<input type="checkbox"/>	
MKT30018	Marketing Insights	150 credit points & MKT20019	Discipline unit	5	<input type="checkbox"/>	
			<input type="checkbox"/> 2nd-major <input type="checkbox"/> Minor	5	<input type="checkbox"/>	
			<input type="checkbox"/> 2nd-major <input type="checkbox"/> Minor	5	<input type="checkbox"/>	
BUS30009	Industry Consulting Project	BUS30010 or BUS30024 last semester	Capstone	6	<input type="checkbox"/>	
MKT30017	Innovative Branding	162.5 credit points & MKT20025	Discipline unit	6	<input type="checkbox"/>	
MKT30016	Marketing Strategy and Planning	175 credit points & MKT20025	Discipline unit	6	<input type="checkbox"/>	
			<input type="checkbox"/> 2nd-major <input type="checkbox"/> Minor	6	<input type="checkbox"/>	

To complete your study planner, please select either:

1. One second-major (8 units),
2. Two minors (4 units in each minor),
3. One minor (4 units in each minor) and 4 electives, or
4. 8 electives.

Course Rules

- The maximum number of units to be studied as part of this award is twenty-six units or a maximum of 325 credit points.
- Students may not complete more than 125 credit points (normally 10 units) at Introductory Level. Introductory Level units have “1” as the first numerical digit in the unit code. Eg: For ACC10007, The number “1” indicates that this is an Introductory Level unit.
- A minimum of eight units (100 credit points) must be completed at Swinburne University. This regulation must be observed in study plans that include unit exemptions; studies completed through international exchange, cross institutional study or study abroad.
- A unit can only be counted once as part of a major or minor. Where there is an overlap of a unit, students will be required to complete a predetermined substitute unit.
- It is the student’s responsibility to ensure that the pre-requisites for each unit are met when planning for their progression in their course.

Note: You are strongly advised to keep all unit outlines and to keep track of the units that you have completed using this planner

** All commencing students of Bachelor of Business courses will be automatically registered for the Academic Integrity Training Module (AIMFBDA) in the first semester (Note: Students articulating from Foundation Studies are expected to undertake AIMFBDA as a refresher). There are 4 topics in this online module that are recommended for completion during Week 1-4 of your commencing study period. At the end of this module, students are required to complete a quiz comprised of 10 questions and achieve a score of at least 90%.

Second-Major Listing

ACCOUNTING

ACC10008 Financial Information Systems
FIN10002 Financial Statistics
ACC20013 Company Accounting
ACC20007 Management Accounting for Planning & Control
FIN20014 Financial Management
ACC30010 Auditing
ACC30008 Accounting Theory
ACC30005 Taxation

FINANCE

FIN10002 Financial Statistics
FIN20014 Financial Management
FIN20016 Ethics and International Finance
LAW20045 Finance Law
FIN30014 Financial Risk Management
FIN30016 Management of Investment Portfolios
FIN30020 Alternative Investments
FIN30021 Fixed Income and Debt Markets

HUMAN RESOURCE MANAGEMENT

HRM10003 Human Resource Management
HRM20016 Dynamics of Diversity in Organisations
HRM20017 Managing Workplace Relations
HRM20020 Performance Management and Innovation
MGT20007 Organisational Behaviour
HRM30002 International HRM
HRM30011 Human Resource Analytics
LAW30005 Law of Employment

INTERNATIONAL BUSINESS

INB10002 International Business Operations
FIN20016 Ethics of International Finance
INB20009 Global and Digital Marketplaces
INB20012 Asian Regionalism & Global Business
SCM20003 Global Logistics & Supply Chain Management
HRM30002 International Human Resource Management
INB30020 Sustainable International Business Strategy
INB30025 Global Business across Cultures

MANAGEMENT

HRM10003 Human Resource Management
MGT10002 Critical Thinking in Management
MGT20006 Business and Society
MGT20007 Organisational Behaviour
PRM30001 Project Management Essentials
MGT30005 Strategic Planning
MGT30008 Leadership Practice and Skills
MGT30009 Organisation Theory and Practice

Minor Listing

Accounting

ACC10008 Financial Information Systems
ACC20007 Management Accounting for Planning & Control
ACC20013 Company Accounting
ACC30005 Taxation

International Business

INB10002 International Business Operations
INB20009 Global and Digital Marketplaces
INB20012 Asian Regionalism & Global Business
INB30020 Sustainable International Business Strategy

Human Resource Management

HRM10003 Human Resource Management
HRM20016 Dynamics of Diversity in Organisations
HRM20017 Managing Workplace Relations
For Business students, select any **one of the following:*
HRM20020 Performance Management and Innovation
LAW30005 Law of Employment
For Management major students, please complete **two of the following:*
HRM20020 Performance Management and Innovation
LAW30005 Law of Employment

Finance

FIN10002 Financial Statistics
FIN20014 Financial Management
FIN30016 Management of Investment Portfolios
Choose any **one** of the following:
LAW20045 Finance Law
FIN30014 Financial Risk Management

Management

MGT10001 Introduction to Management

MGT20007 Organisational Behaviour

MGT20006 Business and Society

MGT30005 Strategic Planning

For Business students, select any **one of the following to replace MGT10001:*

MGT10002 Critical Thinking in Management

MGT30008 Leadership Practice and Skills

Entrepreneurship

ENT10001 Entrepreneurship and Opportunity

ENT20006 Lean Startup Springboard

ENT20008 Startup Funding and Investment

ENT30015 Launching New Ventures

Non- Business Minor**Social Media**

MDA10006 Innovation Cultures: Perspectives on Science and Technology

MDA20003 Networked Selves

MDA20009 Digital Communities

MDA30012 Researching Social Media Public