



**BA-BUSMKT7 Bachelor of Business (Marketing)  
Program Planner (General)  
Semester 1/2021 (New Student)**

<b>Student ID:</b>										<b>Date:</b>			/			/		
<b>Student Name:</b>	First Name:										Family Name:							
<b>Student Signature:</b>																		
<b>Staff Name:</b>										<b>Staff Signature:</b>								

**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	1	<input type="checkbox"/>	
MKT10007	Fundamentals of Marketing		Core unit	1	<input type="checkbox"/>	
MGT10001	Introduction to Management		Core unit	1	<input type="checkbox"/>	
ECO10004	Economic Principles		Core unit	1	<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"/>	
MKT20021	Integrated Marketing Communication	MKT10007	Discipline unit	2		
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"/>	
MKT20025	Consumer Behaviour	MKT10007	Discipline unit	3	<input type="checkbox"/>	
MKT20019	Marketing Research and Analytics	87.5 credit points & MKT10007	Discipline unit	3	<input type="checkbox"/>	
			<input type="checkbox"/> 2nd-major <input type="checkbox"/> Minor	4	<input type="checkbox"/>	
MKT20032	Frontiers in Digital Marketing	MKT20031 or MKT20019 or MKT20024	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"/>	
MKT30017	Innovative Branding	162.5 credit points & MKT20025	Discipline unit	5	<input type="checkbox"/>	
MKT30016	Marketing Strategy and Planning	175 credit points & MKT20025	Discipline unit	5	<input type="checkbox"/>	
			<input type="checkbox"/> 2nd-major <input type="checkbox"/> Minor	5	<input type="checkbox"/>	
BUS30009	Industry Consulting Project	BUS30010 or BUS30024 <b>last semester</b>	Capstone	6	<input type="checkbox"/>	
MKT30018	Marketing Insights	150 credit points & MKT20019	Discipline unit	6	<input type="checkbox"/>	
			<input type="checkbox"/> 2nd-major <input type="checkbox"/> Minor	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

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#### 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