

Course progression map for 2019 commencing students

This progression map provides advice on the suitable sequencing of units and guidance on how to plan unit enrolment for each semester of study. It does not substitute for the list of required units as described in the course 'Requirements' section of the Handbook.

B2037 Bachelor of Business and Bachelor of Marketing

If you're enrolled in this Marketing specialist double degree (red), you cannot also choose Marketing as the comprehensive major in your Bachelor of Business (blue).

	Bachelor of Business		Bachelor of Marketing	
Year 1 Semester 1	BTF1010 Business law	ECF1100 Microeconomics	ACF1200 Accounting for managers	MKF1120 Marketing theory and practice
Year 1 Semester 2	BFF1001 Foundations of finance	ETF1100 Business statistics	MKF2111 Buyer behaviour	MGF1010 Introduction to management
Year 2 Semester 1	Business major unit 1	Business major unit 2	MKF2801 Marketing insights	MKF2121 Marketing research methods
Year 2 Semester 2	Business major unit 3	Business major unit 4	MKF2131 Marketing decision analysis	Specialisation elective 1 (MKF or MKX from Caulfield campus)
Year 3 Semester 1	Business major unit 5	Elective	MKF3461 Marketing communication	Specialisation elective 2 (MKF or MKX from Caulfield campus) (Level 2 or 3)
Year 3 Semester 2	Business major unit 6	Elective	MKF3121 Marketing planning and implementation	Specialisation elective 3 (MKF or MKX from Caulfield campus) (Level 2 or 3)
Year 4 Semester 1	Business major unit 7	Elective	Elective	BTF3181 Marketing law
Year 4 Semester 2	Business major unit 8 (or Caulfield Business elective if major includes a Part A unit)	Capstone experience unit selected from a list	Elective	MKF3131 Strategic marketing (Capstone unit)