

BABMKTG19

Bachelor of Applied Business (Marketing)

The Bachelor of Applied Business (Marketing) is an award taught by Ducere Global Business School. It is 2 years in duration for a full-time student, or 3 years in duration for a part-time student. Each year consists of four Study Periods, also known as Terms.

Core subjects - compulsory subjects that you must complete

Elective subjects - subjects you must choose from the Elective Bank below



This course comprises **24 subjects** that you are required to complete: **18 core subjects** and **6 elective subjects**.

The course contains 3 subject levels - Level 100, 200 and 300, guiding you from foundational through to more complex subjects.

• **Level 100:** 7 core subjects

• **Level 200:** 7 core subjects

• **Level 300:** 4 core subjects

You must select **6 electives** from the Elective Bank below - **1** from Level 100, **1** from Level 200 and **4** from Level 300.

Pre-requisite subject - a subject you must complete before undertaking another subject.

How to read the below Suggested Study Pattern (as a full-time Student):

12 subjects per year make up a full time study load, taking 3 subjects in each of the four Study Periods (Terms).

As an example: Following the below pattern, the subjects in your first year would be:

Your first Study Period: ABS101, ABS102 and ABS103 (3 subjects)

Your second Study Period: ABS104, ABS105 and ABS108 (3 subjects)

Your third Study Period: ABS110, a level-100 elective and ABS201 (3 subjects)

Your fourth Study Period: ABS203, ABS204 and ABS207 (3 subjects)

Studying Part-Time? You would still follow the below sequence from top to bottom, but with fewer subjects per Study Period. Any questions? Contact the Learning Experience Team - basupport@ducere.edu.au

SUGGESTED STUDY PATTERN

Year	Level	Subject Type	Subject	Pre-requisite	Completed	
YEAR 1	Study Period 1					
	100	Core	ABS101	Fundamentals of Management	-	<input type="checkbox"/>
	100	Core	ABS102	Fundamentals of Marketing	-	<input type="checkbox"/>
	100	Core	ABS103	Fundamentals of Entrepreneurship	-	<input type="checkbox"/>
	Study Period 2					
	100	Core	ABS104	Fundamentals of Project Management	-	<input type="checkbox"/>
	100	Core	ABS105	Fundamentals of Leadership	-	<input type="checkbox"/>
	100	Core	ABS108	Competitive Market Positioning	-	<input type="checkbox"/>
	Study Period 3					
	100	Core	ABS110	Product Management	-	<input type="checkbox"/>
	100	Elective	Elective 1	Choose a level 100 elective subject from the Elective Bank	As per subject	<input type="checkbox"/>
	200	Core	ABS201	Corporate Social Responsibility	-	<input type="checkbox"/>
	Study Period 4					
	200	Core	ABS203	Digital Business and Disruption	-	<input type="checkbox"/>
200	Core	ABS204	Managing Money and Finance	-	<input type="checkbox"/>	
200	Core	ABS207	Big Data	-	<input type="checkbox"/>	
YEAR 2	Study Period 5					
	200	Core	ABS205	Practising Leadership	ABS105 must be completed prior to taking ABS205	<input type="checkbox"/>
	200	Core	ABS206	Design Thinking for Business	-	<input type="checkbox"/>
	300	Core	ABS209	Market Research	-	<input type="checkbox"/>
	Study Period 6					
	200	Elective	Elective 2	Choose a level 200 elective subject from the Elective Bank	As per subject	<input type="checkbox"/>
	300	Core	ABS306	Management Strategy	-	<input type="checkbox"/>
	300	Core	ABS308	Integrated Marketing Communications	-	<input type="checkbox"/>
	Study Period 7					
	300	Core	ABS309	Marketing of Services	-	<input type="checkbox"/>
	300	Core	ABS310	Marketing Strategy and Planning	-	<input type="checkbox"/>
	300	Elective	Elective 3	Choose a level 300 subject from the Elective Bank	As per subject	<input type="checkbox"/>
	Study Period 8					
	300	Elective	Elective 4	Choose a level 300 subject from the Elective Bank	As per subject	<input type="checkbox"/>
300	Elective	Elective 5	Choose a level 300 subject from the Elective Bank	As per subject	<input type="checkbox"/>	
300	Elective	Elective 6	Choose a level 300 subject from the Elective Bank	As per subject	<input type="checkbox"/>	

Please note - not all subjects are available for each Study Period. If your suggested subjects are unavailable, please take the subject that is immediately preceding or following that subject

ELECTIVE BANK
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Level	Subject		Pre-requisite	Chosen
Level 100 (choose one)	ABS106	Business Model Analysis	-	<input type="checkbox"/>
	ABS107	Managerial Communication	-	<input type="checkbox"/>
	ABS109	Introduction to Innovation	-	<input type="checkbox"/>
Level 200 (choose one)	ABS202	Corporate Structuring and Business Law	-	<input type="checkbox"/>
	ABS208	Social Enterprise	-	<input type="checkbox"/>
	ABS210	Applied Entrepreneurship - Concept Development and Validation	-	<input type="checkbox"/>
Level 300 (choose four)	ABS301	The Global Economy	-	<input type="checkbox"/>
	ABS302	Management Strategy	-	<input type="checkbox"/>
	ABS303	Managing Diverse Workplaces	-	<input type="checkbox"/>
	ABS304	Managing Employee Relations	-	<input type="checkbox"/>
	ABS305	Organisational Change	-	<input type="checkbox"/>
	ABS307	Venture Capital Raising	-	<input type="checkbox"/>
	ABS311	Stakeholder Management	-	<input type="checkbox"/>

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