

# ADABMKT

## Associate Degree of Applied Business (Marketing)

The Associate Degree of Applied Business (Marketing) is an award taught by Ducere Global Business School. It is 1.25 years in duration for a full-time student, or 2 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 **16 subjects** that you are required to complete: **15 core subjects** and **1 elective subject**.

The course contains 2 subject levels - Level 100 and Level 200 - guiding you from foundational through to more complex subjects.

• **Level 100:** 7 core subjects

• **Level 200:** 7 core subjects

You must select **2** electives from the Elective Bank below - **1** from Level 100, and **1** from Level 200

**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](mailto: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 <b>level 100</b> 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	<b>ABS105</b> 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 <b>level 200</b> elective 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"/>

Any questions? Please contact your Learning Experience Team - [basupport@ducere.edu.au](mailto:basupport@ducere.edu.au)