

BBUSMKT16 Bachelor of Business Marketing

The Bachelor of Business Marketing is three years in duration for a full-time student, or six years duration for a part-time student. Each year consists of three Study Periods, also known as Trimesters.

Core subject - a compulsory subject that you must complete

Elective subject - a subject you must choose from the Elective Bank below

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

This course comprises of 24 subjects that you are required to complete: 16 core subjects and 8 elective subjects.

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

- **Level 100:** 6 core subjects.
- **Level 200:** 5 core subjects.
- **Level 300:** 5 core subjects.

You must select **8** electives from the Elective Bank below. At least 1 elective must be chosen from **Level 200** and at least 1 elective must be chosen from **Level 300**.

RPL - Should you have any Recognition of Prior Learning (RPL) credits that make you eligible for exemptions, please contact your Program Director to discuss further.

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

8 subjects per year make up a full-time study load, following a **3 subjects-3 subjects-2 subjects** pattern across the year's three Study Periods (Trimesters).

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

Your first Study Period: BIZ101, BIZ102 and BIZ104 (3 subjects)

Your second Study Period: MKT101A, MKG102 and 1 Elective (3 subjects) **We strongly recommend taking IND101A as your 1st elective**

Your third Study Period: MKT103A and 1 Elective (2 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 HelpMeEnrol@torrens.edu.au

SUGGESTED STUDY PATTERN

Year	Level	Subject Type	Subject	Pre-requisite	Completed	
YEAR 1	Study Period 1					
	100	Core	BIZ101	Business Communications	-	<input type="checkbox"/>
	100	Core	BIZ102	Understanding People and Organisations	-	<input type="checkbox"/>
	100	Core	BIZ104	Customer Experience	-	<input type="checkbox"/>
	Study Period 2					
	100	Core	MKT101A	Marketing Fundamentals	-	<input type="checkbox"/>
	100	Core	MKG102	Consumer Behaviour	-	<input type="checkbox"/>
	100	Elective	IND101A	Industry Skills Project (recommended)	As per subject	<input type="checkbox"/>
	Study Period 3					
100	Core	MKT103A	Integrated Marketing Communications	-	<input type="checkbox"/>	
100	Elective	Elective 2	Choose a 100-level elective subject from the Elective Bank	As per subject	<input type="checkbox"/>	
YEAR 2	Study Period 4					
	200	Core	BIZ201	Accounting for Decision Making	-	<input type="checkbox"/>
	200	Core	BIZ202	The Business Environment	-	<input type="checkbox"/>
	100	Elective	Elective 3	Choose a 100-level elective subject from the Elective Bank	As per subject	<input type="checkbox"/>
	Study Period 5					
	200	Core	MKG201	B2B Marketing	-	<input type="checkbox"/>
	200	Core	MKG203	Digital Marketing Communications	-	<input type="checkbox"/>
	100	Elective	Elective 4	Choose a 100-level elective subject from the Elective Bank	As per subject	<input type="checkbox"/>
	Study Period 6					
200	Core	MKT202A	Marketing & Audience Research	MKT101A must be completed prior to taking MKT202A	<input type="checkbox"/>	
200	Elective	IND201A	Industry Engagement Project (recommended)	As per subject	<input type="checkbox"/>	
YEAR 3	Study Period 7					
	300	Core	BIZ301	Organisational Creativity & Innovation	-	<input type="checkbox"/>
	300	Core	MGT301A	Ethics & Sustainability	-	<input type="checkbox"/>
	100	Elective	Elective 6	Choose a 100-level elective subject from the Elective Bank	As per subject	<input type="checkbox"/>
	Study Period 8					
	300	Core	MKT301A	Marketing Strategy	MKT202A must be completed prior to taking MKT301A	<input type="checkbox"/>
	300	Core	IND301A	Industry Consulting Project (Industry Hours = 100)	BIZ101, BIZ202, BIZ301 and MGT301A must be completed prior to taking IND301A	<input type="checkbox"/>
	100	Elective	Elective 7	Choose a 100-level elective subject from the Elective Bank	As per subject	<input type="checkbox"/>
	Study Period 9					
300	Core	MKG302	Marketing Consulting Project (Industry Hours = 60)	BIZ301 must be completed prior to taking MKG302	<input type="checkbox"/>	
300	Elective	Elective 8	Choose a 300-level elective subject from the Elective Bank	As per subject	<input type="checkbox"/>	

You must also complete a further 140 hours of industry-relevant experience ("Industry Hours") across the duration of your course

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
Bachelor of Business (Marketing)

Level	Subject	Pre-requisite	Chosen	
Level 100	IND101A	Industry Skills Project (rec) (Industry Hours = 50)	BIZ101 and BIZ102 must be completed prior to taking IND101A	<input type="checkbox"/>
	MKT102A	Understanding Advertising	-	<input type="checkbox"/>
	EVN101	Introduction to Events	-	<input type="checkbox"/>
	EVT101A	Event Concepts & Design	-	<input type="checkbox"/>
	PRN101A	Understanding Public Relations	-	<input type="checkbox"/>
	PRN102A	Introduction to PR Writing	-	<input type="checkbox"/>
	SPO101	Introduction to Sport Management	-	<input type="checkbox"/>
	SPO102	Sports Marketing	-	<input type="checkbox"/>
	BNK101	Banking Fundamentals and Technology	-	<input type="checkbox"/>
	BNK102	Financial and Banking Systems	-	<input type="checkbox"/>
	BNK103	Commercial Law and Banking Operations	-	<input type="checkbox"/>
	BNK104	Lending Securities and SME Financing	-	<input type="checkbox"/>
	ENT101	Introduction to Entrepreneurship	-	<input type="checkbox"/>
	ENT102	Venture Ideation	-	<input type="checkbox"/>
	EGY101	Exploring Gastronomy	-	<input type="checkbox"/>
	PCD101	Place, Culture and Destination Management	-	<input type="checkbox"/>
	THE101	Introduction to Tourism, Hospitality & Events	-	<input type="checkbox"/>
	TTE101	The Tourist Experience	THE101 must be completed prior to taking TTE101	<input type="checkbox"/>
PRO100	Information Systems Project Management Planning	-	<input type="checkbox"/>	
MIS100	Foundations of Information Systems	-	<input type="checkbox"/>	
MIS101	Information Systems for Business	-	<input type="checkbox"/>	
MIS102	Data and Networking	-	<input type="checkbox"/>	
DYC101	Design Your Career	-	<input type="checkbox"/>	
Elective subject option - choose 1, but not both	BINDSD202	Industry Engagement Project (Enterprise Hub) (Industry Hours = 75)	IND101A must be completed prior to taking BINDSD202. Program Director Approval required	<input type="checkbox"/>
	IND201A	Industry Engagement Project (Industry Hours = 75)	IND101A must be completed prior to taking IND201A	<input type="checkbox"/>
Level 200 (Choose minimum ONE subject)	EVT201A	Event Management & Operations	EVT101A must be completed prior to taking EVT201A	<input type="checkbox"/>
	EVT204A	Wedding Planning	-	<input type="checkbox"/>
	EVT206A	Sports Events	-	<input type="checkbox"/>
	EVT207A	Event Venue Management	-	<input type="checkbox"/>
	EVN203	Event Financing & Sponsorship	BIZ201 must be completed prior to taking EVN203	<input type="checkbox"/>
	MGT201A	Project Management	-	<input type="checkbox"/>
	HRM200	Strategic Human Resource Management	-	<input type="checkbox"/>
	PRL201	Content Creation for Social Media	-	<input type="checkbox"/>
	PRL202	Advanced PR Writing	PRN102 must be completed prior to taking PRL202	<input type="checkbox"/>
	PRL203	Corporate Communications	PRN101A must be completed prior to taking PRL203	<input type="checkbox"/>
	SPO201	Sports Law	-	<input type="checkbox"/>
	SPO202	Managing Teams	SPO101 must be completed prior to taking SPO202	<input type="checkbox"/>
	SPO203	Managing Sport Facilities	-	<input type="checkbox"/>
	ENT201	Sales and Negotiation Strategies	ENT102 must be completed prior to taking ENT201	<input type="checkbox"/>
	ENT202	Entrepreneurial Financing	ENT101 and BIZ201 must be completed prior to taking ENT202	<input type="checkbox"/>
	ENT203	Marketing for Entrepreneurs	MKT101A must be completed prior to taking ENT203	<input type="checkbox"/>
	GIT201	Global Innovations & Trends in Hospitality & Tourism	-	<input type="checkbox"/>
	PDR201	Product Distribution & Revenue Management	-	<input type="checkbox"/>
HOS203A	Food and Beverage Management	-	<input type="checkbox"/>	
PMT201	Project Management in Tourism	-	<input type="checkbox"/>	
MIS200	Principles of Programming	-	<input type="checkbox"/>	
MIS201	Database Fundamentals	-	<input type="checkbox"/>	
MIS202	App Web Design & Development	-	<input type="checkbox"/>	
Level 300 (Choose minimum ONE subject)	MKT303A	International Marketing	-	<input type="checkbox"/>
	MKT304A	Brand and Project Management	-	<input type="checkbox"/>
	EVN301	Events Policy & Strategy	-	<input type="checkbox"/>
	MGT302A	Strategic Management	BIZ301 must be completed prior to taking MGT302A	<input type="checkbox"/>
	PRN303A	International Public Relations	-	<input type="checkbox"/>
	SPO301	Health and Advocacy Strategies	-	<input type="checkbox"/>
	ENT301	Lean Business Start-up	-	<input type="checkbox"/>
	HOS302A	Resort & Spa Management	-	<input type="checkbox"/>
	TOU302A	Destinations Management	-	<input type="checkbox"/>
	TOU303A	Airline Management	-	<input type="checkbox"/>
	TSP301	Tourism Strategy, Planning & Policy	-	<input type="checkbox"/>
	MIS300	Systems Analysis & Design	-	<input type="checkbox"/>
MIS301	Cyber Security	-	<input type="checkbox"/>	
SEN301	Social Enterprise	-	<input type="checkbox"/>	

Other subjects from Torrens Undergraduate Programs may be also used as electives, with prior approval from the Program Director

Any questions? Please contact HelpMeEnrol@torrens.edu.au