

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.

B2036 Bachelor of Marketing

You have the flexibility to rearrange your Bachelor of Marketing progression, provided you plan around prerequisites. If you wish to do a second major, especially one from another faculty, you must fit the second major in your Part D elective space (48 credit points). You might need to seek further advice from Student Services. In this single degree, you can complete **no more than 10 units (60 credit points) at Level 1.**

Year 1 Semester 1	MKF1120 Marketing theory and practice	MGF1010 Introduction to management	ECF1100 Microeconomics	ETF1100 Business statistics
Year 1 Semester 2	MKF2111 Buyer behaviour	ACF1200 Accounting for managers	Elective	Elective
Year 2 Semester 1	MKF2121 Marketing research methods	MKF2801 Marketing insights	Specialisation unit 1 with the prefix MKF or MKX from the Marketing major offered at the Caulfield campus	Elective
Year 2 Semester 2	MKF2131 Marketing decision analysis	MKF3461 Marketing communication	Specialisation elective 2 (MKF or MKX from Caulfield campus) (Level 2 or 3)	Elective
Year 3 Semester 1	BTF3181 Marketing law	MKF3121 Marketing planning and implementation	Elective	Elective
Year 3 Semester 2	MKF3131 Strategic marketing	Specialisation elective 3 (MKF or MKX from Caulfield campus) (Level 2 or 3)	Elective	Elective

A	Foundation business knowledge
B	Specialist business knowledge
C	Capstone experience
D	Elective study