

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.

B2039 Bachelor of Marketing and Bachelor of Arts

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