



Bachelor of Commerce and Bachelor of Arts with majors in Marketing and Anthropology.

	Required for Marketing major
	Required for Anthropology major
Bold	Core units for the Bachelor of Commerce (Business School units)
Red	Business School units of study
blue	Arts and Social Sciences units of study

Year 1 – Semester 1

Unit type	Unit code	Unit name	Credit points
Core	BUSS1001	Understanding Business	6
Core	BUSS1030	Accounting, Business and Society	6
Core	BUSS1040	Economics for Business Decision Making	6
Compulsory for major	ANTH1001	Cultural Difference: An Introduction	6

Year 1 – Semester 2

Unit type	Unit code	Unit name	Credit points
Core	BUSS1002	The Business Environment	6
Core	BUSS1020	Quantitative Business Analysis	6
Compulsory for major	MKTG1001	Marketing Principles	6
Compulsory for major	ANTH1002	Anthropology and the Global	6

Year 2 – Semester 1

Unit type	Unit code	Unit name	Credit points
Compulsory for major	MKTG2011	Consumer Behaviour	6
Elective	XXXXXXX	Arts and Social Sciences junior or senior elective	6
Elective	XXXXXXXX	Business School junior or senior elective	6
Elective for major	ANTH2XXX	Anthropology senior elective	6

2012 Progression examples - Bachelor of Commerce and Bachelor of Arts

Year 2 – Semester 2

Unit type	Unit code	Unit name	Credit points
Compulsory for major	MKTG2113	Marketing Research	6
Elective	XXXXXXX	Business School junior or senior elective	6
Elective	XXXXXXX	Arts and Social Sciences junior or senior elective	6
Elective for major	ANTH2XXX	Anthropology senior elective	6

Year 3 – Semester 1

Unit type	Unit code	Unit name	Credit points
Elective for major	MKTG3XXX	Marketing senior elective	6
Elective	XXXXXXX	Business School junior or senior elective	6
Elective	XXXXXXX	Arts and Social Sciences senior elective	6
Elective for major	ANTH2XXX	Anthropology senior elective	6

Year 3 – Semester 2

Unit type	Unit code	Unit name	Credit points
Elective for major	MKTG3XXX	Marketing senior elective	6
Elective	XXXXXXX	Free junior or senior elective from Business School, Faculty of Arts and Social Sciences or other faculty	6
Elective	XXXXXXX	Arts and Social Sciences senior elective	6
Elective for major	ANTH2XXX	Anthropology senior elective	6

Year 4 – Semester 1

Unit type	Unit code	Unit name	Credit points
Elective for major	MKTG3XXX	Marketing senior elective	6
Elective	XXXXXXX	Arts and Social Sciences senior elective	6
Elective for major	ANTH2XXX	Anthropology senior elective	6
Elective	XXXXXXX	Free junior or senior elective from Business School, Faculty of Arts and Social Sciences or other faculty	6

2012 Progression examples - Bachelor of Commerce and Bachelor of Arts

Year 4 – Semester 2

Unit type	Unit code	Unit name	Credit points
Elective for major	MKTG3XXX	Marketing senior elective	6
Elective	XXXXXXX	Free senior elective from Business School, Faculty of Arts and Social Sciences or other faculty	6
Elective for major	ANTH2XXX	Anthropology senior elective	6
Elective	XXXXXXXX	Arts and Social Sciences senior elective	6

Year 5 – Semester 1

Unit type	Unit code	Unit name	Credit points
Elective	XXXXXXX	Free senior elective from Business School, Faculty of Arts and Social Sciences or other faculty	6
Elective	XXXXXXX	Free senior elective from Business School, Faculty of Arts and Social Sciences or other faculty	6
Elective	XXXXXXXX	Arts and Social Sciences senior elective	6
Elective	XXXXXXX	Free senior elective from Business School, Faculty of Arts and Social Sciences or other faculty	6

Year 5 – Semester 2

Unit type	Unit code	Unit name	Credit points
Elective	XXXXXXX	Free senior elective from Business School, Faculty of Arts and Social Sciences or other faculty	6
Elective	XXXXXXX	Free senior elective from Business School, Faculty of Arts and Social Sciences or other faculty	6
Elective	XXXXXXXX	Arts and Social Sciences senior elective	6
Core	BUSS3500	Integrated Business Applications	6

Notes

- i. For a major in Anthropology, students complete 12 credit points in junior units (ANTH1001 and ANTH1002) and 36 credit points in senior units of study. For full details, please refer to the [Faculty of Arts and Social Sciences handbook](#).
- ii. This program of study is meant to be a guide only. Students are able to undertake the required units of study in different sequences to that listed above. Students should note that this example has been developed using 2012 unit of study offerings and there is no guarantee that the units listed will be offered in the same semesters in subsequent years.
- iii. Certain units of study listed above may also be offered in Summer or Winter School sessions.