Marketing major

For students who commenced in 2006, 2007, 2008, 2009 or 2010

For a Marketing major students are required to complete 48 credit points in units of study (including 36 credit points in senior units) comprising:

(i) Two junior units of study (12 credit points):
   - MKTG1001 Marketing Principles (6 credit points)
   - MKTG1002 Marketing Research I (This unit is no longer offered from 2011. Students who have not completed this unit should consider following the current 2013 version of this major)

(ii) Two compulsory senior units of study (12 credit points):
   - MKTG2112 Consumer Behaviour (6 credit points)
   - MKTG3111 Marketing Research II (in 2006) OR MKTG3118 Marketing Strategy and Planning (6 credit points) (from 2007)

(iii) At least 24 credit points in senior elective units of study selected from the following options:
   - BUSS2100 Business Placement A (Internship)* (6 credit points)
   - CLAW2212 Franchising (6 credit points)
   - MKTG2010 Marketing Channels and Logistics (6 credit points)
   - MKTG3110 Electronic Marketing (6 credit points)
   - MKTG3112 Marketing Communications (6 credit points)
   - MKTG3114 New Products Marketing (6 credit points)
   - MKTG3116 International Marketing (6 credit points)
   - MKTG3117 Services Marketing (6 credit points)
   - MKTG3119 Public Relations Management (6 credit points)
   - MKTG3120 Building and Managing Brands (6 credit points)
   - MKTG3121 Advertising: Creative Principles (6 credit points)
   - MKTG3211 Contemporary Issues in Marketing (6 credit points)
   - Any elective units offered in subsequent years under the Marketing major.

* Students must seek approval from the Discipline of Marketing to include this unit as an elective for their major. Only students enrolled in Business School degrees can complete this unit.

Note: Senior units of study can count towards the requirements for one major only. Senior units cannot be "double counted" towards two majors. For example, MKTG3116 cannot be counted towards both a Marketing major and an International Business major.

For further details regarding this major, please refer to the handbook of the year you commenced your degree.

Marketing extended major

For students who commenced in 2006, 2007, 2008, 2009 or 2010

For a Marketing extended major students are required to complete 60 credit points in units of study (including 48 credit points in senior units) comprising:

(i) Two junior units (12 credit points): MKTG1001 and MKTG1002/MKTG2113
(ii) Two senior units (12 credit points): MKTG2112 and MKTG3111 (or MKTG3118)
(iii) At least 36 credit points in elective senior units of study selected from those offered for the single major.

For further details regarding this major, please refer to the handbook of the year you commenced your degree.