



Bachelor of Business (Marketing for the Digital Age)

Useful study planning/enrolment resources:

- [Subject Search](#)
- [Academic Calendars](#)
- [Class Registration](#)
- [Enrolment Resources](#)

The information in the study planner is current at the time of creation may be subject to future change.

	BU1003:03 Principles of Economics	BU1007:03 Principles of Data Analysis for Business	BU1002:03 Accounting for Decision Making
	BU1104:03 Introduction to Management Concepts and Application	BU1108:03 Marketing Matters	BU1109:03 Career Development for Business Professionals
	BU1105:03 Professional and Academic Skills for Business	BU1112:03 Business Law	

	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
2025	Major		BU2001:03 The Future of Work: Seminar Series PREREQ: Students must have completed 12 credit points of undergraduate subjects to enrol into this subject
	Major BX2184:03 Marketing, Consumerism and Sustainability PREREQ: BU1108 or BU1808 or BU1008 or BU2208 or BU1908 or BU2108	Select 3 credit points of Level 2 or 3 subjects (depending on chosen Option)	Major BX2081:03 Consumer Behaviour PREREQ: BU1108 or BU2108 or BU1008 or BU1908 or BU1808
	Select 3 credit points of any Level 2 subjects (depending on chosen Option)		Major



TRIMESTER 1

TRIMESTER 2

TRIMESTER 3

Major

BX3082:03 International
Marketing in the Global Village

PREREQ: (BU1108 or BU2108 or BU1008
or BU2208 or BU1908 or BU1808) and 18
credit points of subjects

2026