

Marketing

Program / Degree: 3554 B.Commerce (Co-op)

Year	Term 1	UOC	Term 2	UOC	Term 3	UOC
1 st	COMM1100 Business Decision Making	6	COMM1140 Financial Management	6	COMM1170 Organisational Resources	6
	COMM1110 Evidence-Based Problem Solving	6	COMM 1150 Global Business Environments	6	COMM1180 Value Creation	6
	COMM1120 Collaboration & Innovation in Business	6	COMM1190 Data, Insights & Decisions	6	MARK2012 Marketing Fundamentals	6
	Total UOC	18	Total UOC	18	Total UOC	18
2 nd	MARK2101 Industry Training 1	12	MARK2085 Consumer Centric Innovation	6	<i>General Education Option</i>	6
	MARK2052 Marketing Research	6	<i>General Education Option</i>	6	<i>Elective Option*</i>	6
	Total UOC	18	Total UOC	18	Total UOC	18
3 rd	MARK3202 Industry Training 2 - A	6	MARK3202 Industry Training 2-B	6	MARK3087 Customer Analytics	6
	MARK3054 Market Analysis	6	<i>Elective Option*</i>	6	MARK3303 Industry Training 3 - B	6
	Total UOC	12	Total UOC	18	Total UOC	12
4 th	Prescribed Elective	6	Prescribed Elective	6	<i>Elective Option*</i>	6
	<i>Elective Option*</i>	6	<i>Elective Option*</i>	6	<i>Elective Option*</i>	6
	Total UOC	12	Total UOC	18	Total UOC	18

- Integrated First year 48UOC
- Co-op Specialisation major 84 UOC: 48 UOC disciplinary courses plus 36 UOC Industry Training. Must contain at least 18 UOC at level 3
- Free Electives: Students can take up to a maximum of 48 UOC of any course. Students may choose to complete an optional second major/minor using their free electives. General Education: Students must take at least 12 UOC of any General Education course.
- **NB.** Min/Max Level 1 subjects / Level 2,3 and 4 Maturity Requirements / Excluded courses

Notes:

- **HIGHLY RECOMMENDED THAT STUDENTS FOLLOW THIS SEQUENCE OF COURSES IN YEAR 1**
- This is a SAMPLE study outline only and can be subject to change. You must satisfy the Bachelor of Commerce (Co-op) majoring in Marketing, and degree General Education requirements. If a 2nd major undertaken, options must satisfy the requirements of the 2nd major.
- You must always take your Industry Training schedule into consideration when planning your course enrolment or other commitments (see diagram below).
- Integrated First year BCom (48UOC) +
- MARK Core Courses (36UOC)
 - COMM1100 Business Decision Making (**integrated 1st year**)
 - MARK2012 Marketing Fundamentals (6 UOC)
 - MARK2052 Marketing Research (6 UOC)
 - MARK2085 Consumer Centric Innovation (6 UOC)
 - MARK3054 Marketing Analytics and Big Data (6 UOC)
 - MARK3087 Customer Analytics (6 UOC)
- Prescribed Electives Stage 2/3: Students must complete 12 UOC of prescribed electives. At least one of these courses must be at level 3.
 - ACCT3563 Issues in Financial Reporting (6 UOC)
 - MARK2051 Consumer Behaviour (6UOC)
 - MARK2053 Mark. Comm. & Prom. Management (6 UOC)
 - MARK2055 Service Marketing & Management (6 UOC)
 - MARK2060 Event Management and Marketing (6 UOC)
 - MARK2071 International & Global Marketing (6 UOC)
 - MARK3081 Dist. Strategy & Retail Channels (6 UOC)
 - MARK3085 Digital Mktg & Web Analytics (6 UOC)
 - MARK3088 Product Analytics (6UOC)
 - MARK3089 Pricing Analytics (6UOC)
 - MARK3090 Marketing Decision Analysis (6 UOC)
 - MARK3091 New Product and Service Development (6 UOC)
 - MARK3092 Brand Management (6 UOC)
 - Either COMM3020 or COMM3030 (6 UOC)
- Free electives (48UOC) can be used to complete a second major (from approved areas of study) or a minor in an area of interest.

Resources:

- UNSW Handbook: <https://www.handbook.unsw.edu.au/undergraduate/specialisations/2021/MARKB1>
- School : <https://www.business.unsw.edu.au/degrees-courses/undergraduate/co-op-scholarship/commerce>
- Co-op: <http://www.coop.unsw.edu.au/programs/marketing-mkt>

Co-op Academic Coordinator

For enrolment related questions please always contact your Co-op Academic Coordinator in the first instance:

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When would I be on Industry Training (IT)?

