Course enrolment planner

Bachelor of Business - BA-BUS10 Marketing Major

Unit Sequencing

The sequencing of units listed on your Course planner depends on unit availability, pre-requisite requirements and the semester in which you commenced your course. Changes to this planner may extend the duration of your course. Please speak to your Head of Program/Program Coordinator to plan your course.

Core Units

Unit details	Credit Points	Requisite	Completed (Y/N)
ACC10007 Financial Information for Decision Making	+12.5	Nil	
ECO10005 Economics for Business Decision Making	+12.5	(A) ECO10004	
MGT10009 Contemporary Management Principles	+12.5	(A) MGT10001	
MKT10009 Marketing and the Consumer Experience	+12.5	(A) MKT10007	
BUS10012 Innovative Business Practice	+12.5	Nil	
INF10024 Business Digitalisation	+12.5	(A) INF10003	
BUS30031 Sustainable Business Practice	+12.5	(P) 175 cps (A) BUS30010 and BUS30024	
BUS30032 Business Consulting Project	+12.5	(P) BUS30031 or BUS30010 (Equivalent) BUS30009	

Major Units

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MKT20019 Marketing Research and Analytics	+12.5	(P) 87.5 cps AND MKT10007/9	
MKT20021 Integrated Marketing Communication	+12.5	(P) MKT10007/9	
MKT20025 Consumer Behaviour	+12.5	(P) MKT10007/9	
MKT20031 Marketing and Innovation	+12.5	(P) MKT10007/9	
MKT20032 Frontiers in Digital Marketing	+12.5	(P) MKT20031 or MKT20019 or MKT20024	
MKT30016 Marketing Strategy and Planning	+12.5	(P) 175 cps AND MKT20025	
MKT30017 Innovative Branding	+12.5	(P) 162.5 cps AND MKT20025	
MKT30018 Marketing Insights	+12.5	(P) 150 cps AND MKT20019	

Elective Units

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
HRM10004 Human Resource Practices	+12.5	(A) HRM10003 (Concurrent P) MGT10009	
FIN10002 Financial Statistics	+12.5	Nil	
MGT20007# Organisational Behaviour	+12.5	(P) MME30001 AND 87.5 cps or ORG10003 AND 87.5 cps or MGT10001/9 AND 87.5 cps or AVA10001 AND AVA20003 AND 87.5 cps	
Elective	+12.5	Nil	
Elective	+12.5	Nil	
Elective	+12.5	Nil	
Elective	+12.5	Nil	
Elective	+12.5	Nil	

NOTE: 3 elective units are specified by INTI, the remaining 5 units can be selected from units from any other major.

MGT20007# *(only applicable to INTI Subang) - Students must successfully complete this unit before enrolling in HRM10004, as per MQA requirement.*

INTI Units

Unit details	Credit Hours	Requisite(s)	Completed (Y/N)
ENL2200 Introduction to Business English	+2	Nil	
WPS3000 Graduate Employability Module	+4	Nil	
WPS3888 Internship-Business	+4	Completion of 12 subjects	
MPU subject	+3	Nil	
MPU subject	+3	Nil	
MPU subject	+3	Nil	
MPU subject	+3	Nil	
MPU subject	+2	Nil	

NOTE: You MUST complete the above units to comply with MQA requirements. To enrol in these units, go to INTI Online Enrolment Portal.

How to use your course planner

The units in your planner are colour coded to assist you with mapping out your studies. Refer to the boxes below for an overview of your course requirements. Once you successfully complete a unit, under the **"Completed"** column, tick "**Yes**". Your course planner gives you a comprehensive overview of which units you have completed and which units you have remaining to complete. You will also be able to see if you meet the requisites before you enroll in your next unit/s.

Course Information

Course 300 Credit Points and 24 Credit hours

Core units
100 Credit points

A set of compulsory units you **MUST** complete as part of your Course.

Major units
100 Credit points

A set of compulsory units you **MUST** complete as part of your Course.

Elective units
100 Credit points

A combination of elective units you **MUST** complete as part of your Course.

INTI Units
24 credit hours

A set of 8 units you **MUST** complete to comply with MQA requirements.

Enrolment

Check **'My Enrolment'** to ensure that you are planning to enrol in the right units, prioritising prerequisite and co-requisite units.

If you enrol in units in the wrong order, it can affect your enrolment into future units, and the duration to complete your course.

Please note that **'My Enrolment'** will only show Swinburne subjects.

Types of requisites

• Prerequisite (P) — you must complete this unit before enrolling in a following unit.

• Co-requisites (Co-req) — you must complete this pair of units at the same time.

• Concurrent prerequisites (Concurrent-req) — you may complete these units either at the same time or before the higher unit.

• Anti-requisite (A) — unit/s with similar content.

FAQs
How can I find more information about my course
Visit **Bachelor of Business** for major options.

Where can I find out more about individual unit information?
Visit the **Single Unit Search** page to search for additional unit content.