Swinburne Vietnam

Course enrolment planner

Bachelor of Business - BA-BUS10

Marketing Major

Recommended Sequence

Units are listed on your Course Planner in a recommended sequence. However, this can be amended depedning 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.

In your final year, you have the option of completing an internship unit of 25cp - BUS20013 Internship (Business) (pre-requisite 150cps). Please speak to your Course Coordinator/Academic Director to plan your course.

Students should complete no more than 150 credit points (normally 12 units) at Introductory Level (i.e. ABC1XXXX)

Year One

Semester 1

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
ACC10007 Financial Information for Decision Making	+12.5	Nil	
MKT10009 Marketing and the Consumer Experience	+12.5	(E) MKT10007	

Semester 2

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
BUS10015 Creative Mindset and Entrepreneurship	+12.5	(A) COM10011 (E) BUS10012	
MGT10009 Contemporary Management Principles	+12.5	(E) MGT10001	
Elective	+12.5		

Semester 3

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
INF10024 Business Digitalisation	+12.5	(AK) Basic computer literacy skills are expected, particularly experience with Microsoft Word. (E) INF10014 OR INF10006 OR INF10003	
ECO10005 Economics for Business Decision Making	+12.5	(A) ECO10004	
Elective	+12.5		

Year Two

Semester 4

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MKT20019 Marketing Research and Analytics	+12.5	(P) 87.5 cps AND MKT10007 OR MKT10009	
MKT20031 Marketing and Innovation	+12.5	(P) MKT10007 OR MKT10009	
Elective	+12.5		

Semester 5

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MKT20021 Integrated Marketing Communication	+12.5	(P) MKT10007 OR MKT10009	
MKT20032 Frontiers in Digital Marketing	+12.5	(P) MKT20031 OR MKT20019 OR MKT20024	
Elective	+12.5		

Semester 6

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MKT30018 Marketing Insights	+12.5	(P) MKT20019 AND 150 cps	
MKT20025 Consumer Behaviour	+12.5	(P) MKT10007 OR MKT10009	
Elective	+12.5		

Year Three

Semester 7

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
Elective	+12.5		
Elective	+12.5		

Semester 8

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
BUS30031 Sustainable Business Practice	+12.5	(P) 175 cps (A) BUS30010 and BUS30024	
MKT30016 Marketing Strategy and Planning	+12.5	(P) 175 cps AND MKT20025	
Elective	+12.5		

Semester 9

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
BUS30032 Business Consulting Project	+12.5	(P) BUS30031 OR BUS30010	
MKT30017 Branding Innovation	+12.5	(P) 162.5 cps AND MKT20025	

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

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.

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.

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.
- Equivalent (E) - unit/s with the same content.
- Assumed Knowledge (AK) — minimum level of knowledge needed for the unit.

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.

+ = Credit points