



Faculty of the Professions 2019 Study Plan Bachelor of Business (Global) in Marketing

Level I courses can be studied in either semester/order			
ACCTING 1002 Introductory Accounting	ECON 1012 Principles of Economics	COMMGMT 1001 Managing Organisations and People	COMMLAW 1004 Commercial Law I
MARKETNG 1001 Introduction to Marketing	ECON 1008 Data Analytics	CORPFIN 1002 Business Finance	PROF 1000 Professional Practices
Level II			
MARKETNG 2506 Building and Managing Brands	MARKETNG 2010 Marketing Strategy	Open OR Broadening Elective Level II	Open OR Broadening Elective Level I/II
INTBUS 2500 International Business II	MARKETNG 2501 Consumer Behaviour II	Open OR Broadening Elective Level II	Open OR Broadening Elective Level I/II
Level III			
MARKETNG 3005 Communicating in a Digital World	MARKETNG 3006 Delivering Customer Insights	Open OR Broadening Elective Level III	Open OR Broadening Elective Level III
MARKETNG 3504 Service Design and Marketing	MARKETNG 3501 Marketing to the World	MARKETNG 3004 Marketing Planning Project	Open OR Broadening Elective Level III

Degree Information

- Students must ensure they are correctly enrolled in accordance with the [Academic Program Rules](#)
- A total of 72.00 units is required to complete the Bachelor of Business (Global) in Marketing
- Level I courses cannot exceed 30.00 units in total
- The Bachelor of Business (Global) has a common first year (level I courses) across all majors.
- Student must complete major in a discipline as set out in the [Bachelor of Business \(Global\) Program Rules](#)
- Students must ensure they check pre-requisites and and courses restrictions before enrolling in a course via the [Course Planner](#)

Majors & Minors

A major in the Bachelor of Business (Global) must be chosen at second year from a discipline as set out in the [Bachelor of Business \(Global\) Program Rules](#) (check under the 'Majors' tab).

Global Learning Experience

This program has been designed to incorporate a compulsory one semester (12 units) of study exchange or study abroad which students are recommended to undertake in the fourth or fifth semester of the program.

Through the University of Adelaide's prestigious global network you can undertake a study abroad experience at one of the many exchange partners all around the world. Please see the Faculty of Professions Go Global website for more details:

<https://uofa.link/profglobal>

Open Electives and Broadening Electives

All students must include 9 units of a broadening experience. A Broadening elective courses are those which are outside their primary discipline area of study and can be searched using the [Course Planner](#).

Advice about choosing an elective course and a list of popular level I, II and III elective can be found on the Professions Hub website: <https://uofa.link/profstudents>

Further Information and Enrolment Advice

More information, enrolment checks and program advice can be sought from the Professions Support Hub team.

Faculty of the Professions Support Hub

Phone: +61 8 8313 4755

Email: professions@ask.adelaide.edu.au

<https://uofa.link/profstudents>