



Level I courses can be studied in either semester/order			
<a href="#">ACCTING 1002</a> Introductory Accounting	<a href="#">COMMGMT 1001</a> Managing Organisations and People	<a href="#">COMMLAW 1004</a> Commercial Law I	Second Major or Minor or Open Elective Level I
<a href="#">MARKETNG 1001</a> Introduction to Marketing	<a href="#">ECON 1008</a> Data Analytics	<a href="#">CORPFIN 1002</a> Business Finance	<a href="#">PROF 1000</a> Professional Practices
Level II			
<a href="#">MARKETNG 2010</a> Marketing Strategy	Marketing Closed Elective	Second Major or Minor or Open Elective Level II	Second Major or Minor or Open Elective Level I/II
<a href="#">MARKETNG 2501</a> Consumer Behaviour	<a href="#">COMMGMT 2510</a> Client Relationships and the Role of Technology	Second Major or Minor or Open Elective Level II	Second Major or Minor or Open Elective Level I/II
Level III			
Marketing Closed Elective	Marketing Closed Elective	Second Major or Minor or Open Elective Level III	Second Major or Minor or Open Elective Level III
Marketing Closed Elective	<a href="#">MARKETNG 3004</a> Marketing Planning Project	Second Major or Minor or Open Elective Level III	3 units from: <a href="#">PROF 3500</a> Undergraduate Professions Internship <a href="#">PROF 3505</a> Undergraduate Professions Virtual Internship <a href="#">PROF 3501</a> Undergraduate Professions Internship OS <a href="#">PROF 3510</a> Industry Project <a href="#">ENTREP 3900</a> eChallenge

#### Degree Information

- Students must ensure they are correctly enrolled in accordance with the [Bachelor of Marketing Program Rules](#).
- A total of 72.00 units is required to complete the Bachelor of Marketing
- Level I courses cannot exceed 30.00 units in total
- Students must ensure they check pre-requisites and and courses restrictions before enrolling in a course via the [Course Planner](#)
- It is recommended that you enrol for the full year.  
Semester – to enrol in 12 units per semester

#### Marketing Closed Elective

12 units from the following, including 9 units at level III -  
 MARKETNG 2012 Creativity & Innovation in Marketing  
[MARKETNG 2506](#) Building & Managing Brands  
 MARKETNG 3003 Business to Business Marketing  
[MARKETNG 3005](#) Communicating in a Digital World  
[MARKETNG 3006](#) Delivering Customer Insights  
[MARKETNG 3501](#) Marketing to the World  
[MARKETNG 3504](#) Services and Design Marketing  
[MARKETNG 3510](#) Contemporary Issues Marketing

#### Global Experience

A Global Exchange may be included in your program, please see <https://uofa.link/profglobal>.

#### Second Major or Minor

Students may choose to take an approved second Business Management Major or one of the following Minors:

Accounting  
 Business Management  
 Corporate Finance  
 Creativity & Critical Thinking  
 Economics  
 Entrepreneurship  
 Management Consulting  
 Marketing in South Australia  
 Organisational Cybersecurity  
 Project Management  
 Public Administration  
 Small and Family Business Management

For more information about a second Major or the above Minors, please see the [Bachelor of Marketing Program Rules](#).

A list of popular level I, II and III elective can be found at <https://uofa.link/profstudents>.

#### Faculty of the Professions Support Hub

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<https://uofa.link/profstudents>