



BACHELOR OF COMMERCE (MARKETING AND DEMOGRAPHICS) SUGGESTED PROGRAMS OF STUDY

This is a program for students who are seeking jobs in marketing related fields or in business. The program provides students with the opportunity to specialise in both economics and marketing which increases their employment prospects. Entry for this program is via BCom or BEc degrees. In 2006 the Universities Admission Index (UAI) cut-off for BCom was 85.

General requirements: Minimum number of credit points required for the degree: 68; maximum number of credit points at 100 level: 30; minimum number of credit points at 300 level: 18 with Commerce designation.

Full-time Students, First Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	Credit Points	Code	Name	Credit Points
MKTG101	Marketing Fundamentals	3	ECON111	Microeconomic Principles	3
DEM127*	Demographic Fundamentals	3	STAT170*	Introductory Statistics	3
ECON110	Macroeconomic Principles	3			
Plus 9 credit points @ 100 level [^] .					

Full-time Students, Second Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	Credit Points	Code	Name	Credit Points
MKTG203	Consumer Behaviour	3	MKTG202	Marketing Research	3
DEM255	Topics in Demography	3	DEM256	Business Demographics	3
Plus: - 6 credit points @ 100 & - 5 or 6 credit points @ 200 level [^] .					

Full-time Students, Third Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	Credit Points	Code	Name	Credit Points
MKTG302	International Marketing	3	MKTG304	Marketing Operations Management	3
MKTG303	Marketing Strategy: Analysis and Decisions	3	DEM356	Demographic Techniques	3
DEM355	Social and Applied Demography	3			
Plus: - 3 credit points @ 200 level & - One Commerce designated elective unit @ 300 level.					

Notes:

* These units are available in both semesters.

[^] These credit points can be obtained by either undertaking elective units (ie. unless specified, any units offered by Macquarie for which the student meets pre-requisites) or general credits from previous studies.