



BACHELOR OF COMMERCE (MARKETING AND ORGANISATIONAL BEHAVIOUR) SUGGESTED PROGRAM 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	Cps	Code	Name	Cps
MKTG101	Marketing Fundamentals	3	ECON111	Microeconomic Principles	3
ECON110	Macroeconomic Principles	3	PSY105	Introduction to Psychology II	3
PSY104	Introduction to Psychology I	3			
STAT170*	Introductory Statistics	3			
Plus 6 Cps @ 100 level [^] .					

Full-time Students, Second Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	Cps	Code	Name	Cps
MKTG203	Consumer Behaviour	3	MKTG202	Marketing Research	3
PSY222	Design and Statistics II	4			
Plus: - 6 Cps @ 100 & - 9 Cps @ 200 level [^] .					

Full-time Students, Third Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	Cps	Code	Name	Cps
MKTG302	International Marketing	3	MKTG304	Marketing Operations Management	3
MKTG303	Marketing Strategy: Analysis and Decisions	3			
PSY307	Organisational Psychology	4			
BBA315	Business Forecasting	3			
Plus one Commerce designated unit @ 300 level.					

Notes:

- * STAT170 is offered in both semesters and can be taken over the whole year. Note that it is a co-requisite for any 100 level PSY unit.
- [^] These credit points can be fulfilled by either undertaking elective units (i.e. unless specified, any units offered by Macquarie for which the student meets pre-requisites) or general credits from previous studies.