

BACHELOR OF COMMERCE (ECONOMICS AND MARKETING)

SUGGESTED PROGRAM OF STUDY

This is a suggested study plan for the Bachelor of Commerce (Economics & Marketing). This document is to be used as an example only and does not replace the Handbook of Undergraduate Studies <http://handbook.mq.edu.au/> or the University Timetable <http://www.timetables.mq.edu.au/>.

General requirements: Minimum number of credit points - 68; maximum number of credit points at 100 level - 30; minimum number of credit points in units at 300 level or above designated in the Schedule of Undergraduate Units as commerce or economics units - 18, which must include the following approved coherent study: ECON309, ECON361, MKTG303 and MKTG304

Prescribed Units: ECON201

Full-time Students, First Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG101*	Marketing Fundamentals	3	ECON111	Microeconomic Principles	3
STAT170*	Introductory Statistics	3	ECON141*	Introductory Econometrics	3
ECON110	Macroeconomic Principles	3	100	Level Elective or General Credit	3
100	Level Elective or General credit	3	100	Level Elective or General credit	3

Maximum number of credit points at 100 level = 30.

Full-time Students, Second Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG203	Consumer Behaviour	3	MKTG202	Marketing Research	3
ECON200	Microeconomic Analysis	4	ECON201	Macroeconomic Analysis	4
100 or 200	Level Elective or General Credit	3	ECON210	Public Economics	3
100	Level Elective or General Credit	3	200	Level Elective or General Credit	3

Please be aware that some 300 level units require you to study units at 200 level first (This is called a prerequisite). It is advisable to decide on your 300 level units now to ensure that you enrol in the correct 200 level prerequisites. The University Handbook lists all prerequisites.

Full-time Students, Third Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG303	Marketing Strategy: Analysis and Decisions	3	MKTG304	Marketing Operations Management	3
ECON309	Industrial Organisation	3	ECON361	Economic and Business Forecasting	3
200	Level Elective or General Credit	3	300	Level Commerce/Economics unit	3

Minimum number of credit points in units at 300 level or above designated in the Schedule of Undergraduate Units as Commerce or Economics units = 18

Notes: * This unit is offered in both semesters.

Important

1. Only for students who transfer or enrol into this degree in 2008
2. Students are governed by the rules of the year they enrol
3. For any further enquiries, please email: business_students@efs.mq.edu.au

Last updated: March 2008