

BACHELOR OF COMMERCE (MARKETING AND DEMOGRAPHICS)

SUGGESTED PROGRAMS OF STUDY

This is a suggested study plan for the Bachelor of Commerce (Marketing & Demographics). 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 required for the degree: 68; maximum number of credit points at 100 level: 30; Minimum number of credit points in units at 300 level or above designated as commerce or economics units: 18 and completion of other specific requirements as set out below

Full-time Students, First Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	Cps	Code	Name	Cps
MKTG101*	Marketing Fundamentals	3	ECON111	Microeconomic Principles	3
DEM127*	Demographic Fundamentals	3	STAT170*	Introductory Statistics	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
DEM255	Topics in Demography	3	DEM256	Business Demographics	3
100 or 200	Level Elective or General Credit	3	100 or 200	Level Elective or General Credit	3
200	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
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	300	Level Commerce/Economics unit	3
200	Level Elective or General Credit	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: * These units are available 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