

## Bachelor of Commerce (B1359) - double major in Marketing, and Journalism

**For students commencing in Semester 1 2019 at the South Street, Murdoch Campus**

This sample study plan is based on the 2019 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.

Academic Chair: Mr John Murphy (J.Murphy@murdoch.edu.au)

	Semester 1		Semester 2	
Year 1	<b>BUSI23 Management in a Global Environment</b>	3pts	<b>MSP100 Career Learning: Managing Your Career</b>	3pts
	<b>BUSI63 Introduction to Accounting</b>	3pts	<b>BUSI24 Global Marketing</b>	3pts
	<b>BUSI71 Foundations of Economics</b>	3pts	<b>BUSI22 Business in Society</b>	3pts
	<b>COMI09 Introduction to Digital Media Skills</b>	3pts	<b>COMI04 Digital Newsgathering and Reporting</b>	3pts
		12pts		12pts
Year 2	<b>MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning</b>	3pts	<b>BUS210 Marketing Research &amp; Analysis</b>	3pts
	<b>BUS225 Services, Relationship &amp; Retail Marketing</b>	3pts	<b>BUS299 Consumer Behaviour</b>	3pts
	<b>BUS334 Business Analytics</b>	3pts	<b>COM240 Journalism and Society</b>	3pts
	<b>COM245 Media Law and Ethics</b>	3pts	<b>COM206 Broadcast Presentation</b>	3pts
			12pts	
Year 3	<b>BUS368 Cultures of Innovation</b>	3pts	<b>MSP201 Real-World Learning or BUS399 The Signature Experience</b>	3pts
	<b>BUS359 Digital and Social Media Marketing</b>	3pts	<b>BUS350 Strategic Marketing</b>	3pts
	<b>COM301 Video Journalism</b>	3pts	<b>BUS370 Cross Cultural Marketing</b>	3pts
	<b>COM305 TV News Reporting</b>	3pts	<b>COM322 Digital Newsroom</b>	3pts
			12pts	