

Handbook 2020

Coursecode

B1003

BACHELOR OF COMMERCE

Murdoch University

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Cancellation of Courses, Majors, Minors and Units

The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University or in other unforeseen circumstances.

Alternative Formats

Handbook home page:

<http://handbook.murdoch.edu.au>

This publication can also be provided in alternative formats by contacting the Equity and Social Inclusion Office at Murdoch University

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Group	Course	Offerings
Marketing	Marketing (BCom)	<ul style="list-style-type: none"> • Murdoch campus (internal) (no new admissions from 2015 at this location for first-year commencing students) • Some units only: Murdoch campus (external) (no new admissions from 2015 at this location for first-year commencing students)

MARKETING

MARKETING (BCOM)

Marketing is about understanding market trends, and developing sustainable competitive strategies for products and services to satisfy customers profitability. The Marketing major provides the required knowledge and skills, which all types of employers (private, public and voluntary sectors) look for. Typical job destinations are in brand management, retail and distribution management, marketing communications, market research and development of marketing strategy plans. Units offered cover a number of interesting topics such as Electronic Marketing, International Marketing, Advertising Production and Services (Tourism) Marketing. All marketing theory is brought to life by case studies, strategic marketing projects (capstone 3rd year), overseas study tours and work placements.

Duration: 3 years full-time or part-time equivalent

Management

Employment Prospects:

Students are often surprised to find how broadly applicable marketing can be to a variety of occupations. Marketing is relevant not only to manufacturing companies, wholesalers and retailers but to every organisation. Lawyers, accountants, physicians and management consultants are increasingly using marketing ideas to expand their practices. Anyone involved in an exchange process would benefit from a unit in marketing.

Bachelor of Commerce (BCom) in Marketing

Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

Course Codes: B1003 B1003A

Availability:

- Murdoch campus (internal) (no new admissions from 2015 at this location for first-year commencing students)
- Some units only: Murdoch campus (external) (no new admissions from 2015 at this location for first-year commencing students)

Course Structure - 72 credit points

Units in this structure may no longer be available at all course locations and, where appropriate, alternative units have been provided. Students are required to satisfy the total credit point value of both the degree and the major in order to graduate; this may require that additional units are taken, either as part of the major or as General Electives. To accommodate students impacted by this change, up to 2 credit points from the total credit point value of the degree (incorporating the major) may be waived. For further information, see https://myanswers.custhelp.com/app/answers/detail/a_id/1017/

Part I - 24 credit points

Foundation Unit - 3 credit points

From 2014, Foundation units will no longer be offered at the Murdoch Campus. Students who have not yet successfully completed a Foundation unit will be required to enrol in the following Transition Unit.

BBS100 Academic Skills for Business - 3 points
DUBAI-ISC: TJD-internal, TMD-internal, TSD-internal

The following unit is no longer available - contact the Academic Chair for advice: Students enrolled at the Dubai or Kaplan campus will enrol in:

FDN107 Next Life - 3 points
NA 2020

Core Units - 18 credit points

BUS145 Principles of Management - 3 points
Not available this year

OR

BUS176 Foundations of Management and Governance - 3 points
DUBAI-ISC: TMD-internal

BUS161 Introduction to Economics - 3 points
Not available this year

OR

BUS171 Foundations of Economics - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external
DUBAI-ISC: TJD-internal, TSD-internal

BUS160 Introduction to Accounting - 3 points
Not available this year

OR

BUS170 Foundations of Accounting - 3 points
DUBAI-ISC: TMD-internal

BSL165 Foundations of Business Law - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external
DUBAI-ISC: TMD-internal

OR

BUS165 Principles of Commercial Law - 3 points
NA 2019

MAS180 Introduction to Statistics - 3 points
MURDOCH: S2-external

BUS169 Principles of Marketing - 3 points
Not available this year

OR

BUS183 Foundations of Marketing - 3 points
DUBAI-ISC: TJD-internal, TSD-internal

Part II - 48 credit points

Core Units - 24 credit points

BSL209 Marketing and Advertising Law - 4 points

OR

BSL203 Marketing and Advertising Law - 3 points
MURDOCH: S1-internal, S1-external

OR

BUS209 Marketing and Advertising Law - 4 points
(no longer available at Murdoch campus or Dubai Campus: contact the Academic Chair for advice)

BUS273 Consumer Behaviour - 4 points
Not available this year

(no longer available at Murdoch campus: contact the Academic Chair for advice)

BUS235 Marketing Research and Analysis - 4 points
Not available this year
(no longer available at Murdoch campus: contact the Academic Chair for advice)

BUS382 Strategic Marketing - 4 points
Not available this year

BUS336 Integrated Marketing Communications - 4 points
Not available this year

BUS268 Services Marketing - 4 points
Not available this year
(no longer available at Murdoch campus: contact the Academic
Chair for advice)

BUS169 Principles of Marketing or BUS183 Foundations of
Marketing

Strategic Marketing (BUS382)

BUS273/BUS299 Consumer Behaviour; BUS235/BUS210 Marketing
Research and Analysis

Work-Based Learning (BUS267)

Nil.

General Electives - 24 credit points

Select from any 200- to 400-level units offered by the University,
subject to individual unit prerequisites. Students are advised to
consider using General Elective points to meet the requirements of
a second major or minor. Any recommended double majors and
minors will be included in the major's description.

Recommended for General Elective points only:

BUS267 Work-Based Learning - 3 points
MURDOCH:
S1-internal (quota of 50 places)

PREREQUISITES

Academic Skills for Business (BBS100)

Enrolment in Bachelor of Business, Bachelor of Commerce, Bachelor
of Economics, Bachelor of Business in Applied Accounting, or
Bachelor of Digital Marketing and Media, Bachelor of Business in
Sustainability, or Bachelor of Science, or Bachelor of Arts

Consumer Behaviour (BUS273)

BUS169 Principles of Marketing or BUS183 Foundations of
Marketing

Foundations of Accounting (BUS170)

Nil.

Foundations of Business Law (BSL165)

Nil.

Foundations of Economics (BUS171)

Nil.

Foundations of Management and Governance (BUS176)

Nil.

Foundations of Marketing (BUS183)

Nil.

Integrated Marketing Communications (BUS336)

BUS273/ BUS299 Consumer Behaviour

Introduction to Accounting (BUS160)

Nil.

Introduction to Economics (BUS161)

Nil.

Introduction to Statistics (MAS180)

Nil.

Marketing Research and Analysis (BUS235)

MAS180 Introduction to Statistics or BUS130 Foundational
Mathematics for Business; and BUS169 Principles of Marketing or
BUS183 Foundations of Marketing

Marketing and Advertising Law (BSL203)

Successful completion of BSL165 Foundations of Business Law /
BUS165 Principles of Commercial Law

Principles of Management (BUS145)

Nil.

Principles of Marketing (BUS169)

Nil.

Services Marketing (BUS268)

Personal Study Plan

Unit Sets:

Year	Semester 1	Semester 2
1		
2		
3		
4		