

Handbook 2020

Coursecode

B1318

BACHELOR OF BUSINESS

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:

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Cancellation of Courses, Majors, Minors and Units

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Group	Course	Offerings
Marketing	Marketing (BBus)	<ul style="list-style-type: none"> • Kaplan Higher Education Institute and Kaplan Higher Education Academy (Singapore) ['KAPLAN-SGP'] (internal) (language of instruction: English) • Murdoch University Dubai (UAE) ['DUBAI-ISC'] (internal) (language of instruction: English)

MARKETING

MARKETING (BBUS)

Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

Recommended Double Majors:

Accounting; Banking; Finance; Hospitality and Tourism Management; Human Resources Management; International Business; Management

Course Codes: B1318

Bachelor of Business (BBus) in Marketing

A Bachelor of Business provides a broad understanding of individual, organisational and societal issues. You will have the practical skills to identify business opportunities, analyse problems and implement solutions and you will be able to demonstrate a knowledge of business principles across key functional areas. You will have depth of knowledge in one or more business disciplines: accounting, banking, business law, economics, finance, hospitality and tourism management, human resources management, international business, management, and marketing.

Management

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

Marketing is about providing value for customers, organisations and the community. It 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 Services Marketing, International Marketing, Media Communications and Consumer Behaviour. All marketing theory is brought to life by case studies and strategic marketing projects (capstone 3rd year).

Employment Prospects:

Companies, government departments and not for profit organisations have marketing departments. Job categories within marketing departments include: product and brand management, market research and analysis, advertising and promotion, online communications and distribution planning. A marketing major also prepares graduates for careers in commercial consulting and business administration in all industry sectors.

Excluded Minors:

Marketing

Admission Requirements (Offshore):

As per normal undergraduate admission requirements.

Availability:

- Kaplan Higher Education Institute and Kaplan Higher Education Academy (Singapore) ['KAPLAN-SGP'] (internal) (language of instruction: English)
- Murdoch University Dubai (UAE) ['DUBAI-ISC'] (internal) (language of instruction: English)

Course Structure - 72 credit points

Year 1 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

Select from the following:

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

Breadth Unit for Degree - 3 credit points

BBS150 Transforming Business - 3 points

MSP100 Career Learning: Managing Your Career - 3 points
MURDOCH: S1-external, S2-external
DUBAI-ISC: TJD-internal, TMD-internal, TSD-internal

Core Units - 12 credit points

BUS130 Foundational Mathematics for Business - 3 points
DUBAI-ISC: TJD-internal, TSD-internal

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

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

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

General Electives - 6 credit points

Select from any 100-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.

Part II - 48 credit points

University-Wide Breadth Units - 6 credit points

Select from the prescribed list of University-Wide Breadth Units. A unit cannot be used to satisfy both this Breadth Unit requirement and the requirements of a major or minor. If taken at 100 level the unit(s) will be attributed to Part I. Note that no more than 30 credit points at Part I may be credited towards course completion requirements.

Year 2 - 21 credit points

Research Skills Unit - 3 credit points

BBS200 Understanding Business Research: An Introductory Approach - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external
DUBAI-ISC: TJD-internal, TMD-internal, TSD-internal
KAPLAN-SGP: TJA-internal, TMA-internal, TSA-internal

Core Units - 9 credit points

BUS225 Services, Relationship and Retail Marketing - 3 points
MURDOCH: S1-internal, S1-external
DUBAI-ISC: TJD-internal, TSD-internal
KAPLAN-SGP: TJA-internal, TSA-internal

BUS299 Consumer Behaviour - 3 points
MURDOCH: S2-internal, S2-external
DUBAI-ISC: TJD-internal, TSD-internal
KAPLAN-SGP: TJA-internal, TMA-internal, TSA-internal

BUS210 Marketing Research and Analysis - 3 points
MURDOCH: S2-internal, S2-external
DUBAI-ISC: TJD-internal, TSD-internal
KAPLAN-SGP: TJA-internal, TSA-internal

General Electives - 9 credit points

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites.

Year 3 - 21 credit points

Research Skills Unit - 3 credit points

BBS300 Empirical Research Methods for Business - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external
KAPLAN-SGP: TJA-internal, TSA-internal

OR

BBS301 Applying Mixed Methods Research to Business - 3 points

MURDOCH: S1-internal, S1-external, S2-internal, S2-external
 DUBAI-ISC: TJD-internal, TMD-internal
 KAPLAN-SGP: TJA-internal, TMA-internal

Core Units - 9 credit points

BUS343 International Marketing - 3 points
 DUBAI-ISC: TMD-internal
 KAPLAN-SGP: TMA-internal

BUS350 Strategic Marketing - 3 points
 MURDOCH: S2-internal, S2-external
 DUBAI-ISC: TJD-internal, TSD-internal
 KAPLAN-SGP: TJA-internal, TSA-internal

BUS359 Digital and Social Media Marketing - 3 points
 MURDOCH: S1-internal, S1-external
 DUBAI-ISC: TMD-internal
 KAPLAN-SGP: TMA-internal

General Electives - 9 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.
 Recommend electives:

BUS358 Professional Internship in Business - 9 points

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

Professional Internship in Business (BUS358)

Must be in final year of degree; GPA 2 or higher

Services, Relationship and Retail Marketing (BUS225)

BUS124 Global Marketing or BUS183 Foundations of Marketing or BUS169 Principles of Marketing

Strategic Marketing (BUS350)

BUS273/BUS299 Consumer Behaviour

Transforming Business (BBS150)

Nil.

Understanding Business Research: An Introductory Approach (BBS200)

BBS100 Academic Skills for Business or BJU100 Australian Legal System

Work-Based Learning (BUS267)

Nil.

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

Applying Mixed Methods Research to Business (BBS301)

BBS200 Business Research: An Integrated Approach

Career Learning: Managing Your Career (MSP100)

Nil.

Consumer Behaviour (BUS299)

BUS124 Global Marketing or BUS169 Principles of Marketing or BUS183 Foundations of Marketing

Digital and Social Media Marketing (BUS359)

Nil

Empirical Research Methods for Business (BBS300)

BBS200 Business Research: An Integrated Approach.

Foundational Mathematics for Business (BUS130)

Nil.

Foundations of Economics (BUS171)

Nil.

Foundations of Management and Governance (BUS176)

Nil.

Foundations of Marketing (BUS183)

Nil.

International Marketing (BUS343)

Successful completion of BUS273/BUS299 Consumer Behaviour or BUS169 Principles of Marketing or BUS183 Foundations of Marketing for students enrolled in BBus Int Bus major

Marketing Research and Analysis (BUS210)

BUS124 Global Marketing or BUS169 Principles of Marketing or BUS183 Foundations of Marketing

Personal Study Plan

Unit Sets:

Year	Semester 1	Semester 2
1		
2		
3		
4		