

Handbook 2020

Coursecode

B1359

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:

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Group	Course	Offerings
Marketing	Marketing (BCom)	<ul style="list-style-type: none"> • Murdoch campus (internal) • Murdoch campus (external)

MARKETING

MARKETING (BCOM)

Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

Excluded Minors:

Marketing

Management

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

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.

The major in Marketing will enable students' to develop the skills and knowledge to provide value for customers, organisations and the community. You will learn about understanding market trends, and developing sustainable competitive strategies for products and services to satisfy customers' profitability. 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 range of interesting topics such as Digital and Social Marketing, Services, Relationship and Retail Marketing, Global Marketing, and Consumer Behaviour.

Course Codes: B1359

Bachelor of Commerce (BCom) in Marketing

Availability:

- Murdoch campus (internal) Murdoch campus (external)

Excluded Double Majors:

Marketing

A Murdoch Bachelor of Commerce graduate is future enabled with a global mindset. Murdoch's Commerce degree provides you with the knowledge and skills to succeed in an ever changing world. The degree is workplace-focused, enabling you to develop your critical thinking and creative problem solving skills by working on real organisational projects, learning from professionals and through a range of internship opportunities.

The Bachelor of Commerce offers ten majors across a broad range of industry. The course is flexible allowing students to choose up to two majors, a major and a two minors or a major, a minor and a range of electives. Majors include; accounting, banking, business law, finance, hospitality and tourism management, human resources management, international business, management, global business and politics, and marketing.

Students studying a BCom may be eligible to enrol in Murdoch University's MasterClass Program. MasterClass gives students the opportunity to complete a postgraduate qualification whilst studying for an undergraduate degree. To participate in the MasterClass Program students must have completed 1 year of a

degree (24 credit points), and maintained a GPA of 3.0 or more (or equivalent). In addition, to the academic requirements students may be required to take part in a competitive selection process.

Recommended Double Majors:

Accounting; Banking; Business Law; Finance; Global Business and Politics; Hospitality and Tourism Management; Human Resources Management; International Business; Journalism; Management; Strategic Communication

Recommended Minors:

Management

Course Structure - 72 credit points

Where a course core unit is listed in a major structure, an elective unit may be required. Please contact your Student Advisor for further advice

Year 1 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

MSP100 Career Learning: Managing Your Career - 3 points
MURDOCH: S1-external, S2-external

Core Units - 15 credit points

BUS122 Business in Society - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external
BUS123 Management in a Global Environment - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external
BUS124 Global Marketing - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external
BUS163 Introduction to Accounting - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external
BUS171 Foundations of Economics - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external

Major Units - 3 credit points

Refer to Major structure

Options - 3 credit points

Major 2 /Co-Major /Minor /General Elective

Year 2 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

Select from the following:

MSP200 Building Enterprise Skills - 3 points
MURDOCH: S1-external, S2-external

MSP201 Real World Learning - 3 points
MURDOCH: S1-external, S2-external, SUM-external, W-external, Y-external

Core Unit - 3 credit points

BUS368 Cultures of Innovation - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external

Major Units - 6 credit points

Refer to Major structure

Options - 12 credit points

Major 2 /Co-Major /Minor /General Elective

Year 3 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

Select from the following:

BUS399 Signature Experience - 3 points
MURDOCH: S2-internal, S2-external

MSP201 Real World Learning - 3 points

MURDOCH: S1-external, S2-external, SUM-external, W-external, Y-external

Major Units - 12 credit points

Refer to Major structure

Options - 9 credit points

Major 2 /Co-Major /Minor /General Elective

Major Structure - 24 credit points

Core Units - 24 credit points

BUS124 Global Marketing - 3 points

MURDOCH: S1-internal, S1-external, S2-internal, S2-external

BUS210 Marketing Research and Analysis - 3 points

MURDOCH: S2-internal, S2-external

BUS225 Services, Relationship and Retail Marketing - 3 points

MURDOCH: S1-internal, S1-external

BUS299 Consumer Behaviour - 3 points

MURDOCH: S2-internal, S2-external

BUS370 Cross Cultural Marketing - 3 points

MURDOCH: S2-internal, S2-external

BUS350 Strategic Marketing - 3 points

MURDOCH: S2-internal, S2-external

BUS334 Business Analytics - 3 points

MURDOCH: S1-internal, S1-external

BUS359 Digital and Social Media Marketing - 3 points

MURDOCH: S1-internal, S1-external

Real World Learning (MSP201)

Normally completed an equivalent of 24 credit points

Services, Relationship and Retail Marketing (BUS225)

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

Signature Experience (BUS399)

BUS123 Management in a Global Environment

BUS170 Introduction to Accounting

BUS171 Foundations of Economics

BUS124 Global Marketing

BUS122 Business in Society

BUS368 Cultures of Innovation

Strategic Marketing (BUS350)

BUS273/BUS299 Consumer Behaviour

PREREQUISITES

Building Enterprise Skills (MSP200)

Nil.

Business Analytics (BUS334)

Nil

Business in Society (BUS122)

Nil.

Career Learning: Managing Your Career (MSP100)

Nil.

Consumer Behaviour (BUS299)

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

Cross Cultural Marketing (BUS370)

Successful completion of BUS273/BUS299 Consumer Behaviour; or BUS169 Principles of Marketing or BUS124 Global Marketing or BUS183 Foundations of Marketing for students enrolled in BBus Int Bus

Digital and Social Media Marketing (BUS359)

Nil

Foundations of Economics (BUS171)

Nil.

Global Marketing (BUS124)

Nil.

Introduction to Accounting (BUS163)

Nil

Management in a Global Environment (BUS123)

Nil.

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		