

Handbook 2020

Coursecode

B1367

BACHELOR OF BUSINESS

Murdoch University

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University Secretary
Murdoch University
South Street
Murdoch
Western Australia 6150

Telephone: (08) 9360 6000

Facsimile: (08) 9360 6847

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

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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

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Telephone: (08) 9360 6084

Facsimile: (08) 9360 6502

equity@murdoch.edu.au

<http://goto.murdoch.edu.au/EquitySocialInclusion>

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

MARKETING

MARKETING (BBUS)

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, finance, hospitality and tourism management, human resources management, international business, management and marketing.

Management

Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

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

Excluded Minors:

Marketing

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.

Availability:

- Murdoch campus (internal)
Murdoch campus (external)

Recommended Minors:

International Business; Management

Excluded Double Majors:

Marketing

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.

Course Codes: B1367

Duration: 3 years available both full-time and part-time

Bachelor of Business (BBus) in Marketing

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

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

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

Major Units - 6 credit points

Refer to Major structure - Major List below

Year 2 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

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

OR

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

Major Units - 9 credit points

Refer to Major structure - Major List below

Options - 12 credit points

Major 2/Co-major/Minor/General Electives

Year 3 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

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

OR

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

Major Units - 9 credit points

Refer to Major structure - Major List below

Options - 12 credit points

Major 2/Co-major/Minor/General Electives

Major List

Accounting Major
Banking Major
Business Law Major
Finance Major
Global Business and Politics Major
Hospitality and Tourism Management Major

Human Resources Management Major
International Business Major
Management Major
Marketing Major

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

Strategic Marketing (BUS350)
BUS273/BUS299 Consumer Behaviour

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

PREREQUISITES

Building Enterprise Skills (MSP200)

Nil.

Business Analytics (BUS334)

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 Business Law (BSL165)

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

Real World Learning (MSP201)

Normally completed an equivalent of 24 credit points

Services, Relationship and Retail Marketing (BUS225)

Personal Study Plan

Unit Sets:

Year	Semester 1	Semester 2
1		
2		
3		
4		