

Study Plan: BACHELOR OF BUSINESS (Marketing)- Course Code BB5

Student Name: _____

Student ID: _____

Unit	Teaching Period 1	Unit	Teaching Period 2
BA506 Accounting & Business Decisions		BC501 eBusiness Fundamentals	
JN501 Management Principles		JM503 E-Marketing (JM501)	
JM501 Introduction to Marketing		JN601 Managerial Skills (JN501)	
BE507 Microeconomics		CP571 Business Information Systems	
Unit	Teaching Period 3	Unit	Teaching Period 4
JM602 Consumer Behaviour (JM501)		BS614 Project Management or BS613 Ethics, Governance and Citizenship	
BS622 Competitive Analysis (5 units and BE507) (or Elective)		JM603 Marketing Research (JM501)	
BL502 Fundamentals of Law		JM601 Services Marketing (JM501)	
MB521 Business Statistics or BS613 Ethics, Governance and Citizenship		BL741 Marketing Law (BL502)	
Unit	Teaching Period 5	Unit	Teaching Period 6
JN702 Strategic Management (JN501)		JM702 Marketing Strategy and Analysis (JM501)	
JM701 Marketing Communications (JM501)		JM705 International Marketing (JM501)	
BS730 International Business		Elective	
BS704 Business Consulting Project (16 units & JM603) (or Elective)		Elective	

Note NO MORE THAN 10 Introductory Units (Denoted within the 500 range) can be counted towards this award