

Marketing

Program / Degree: 3554 B.Commerce (Co-op)

Year	Term 1	UOC	Term 2	UOC	Term 3	UOC
1 st	ACCT1501 Accounting & Financial Mgt 1A	6	ECON1203 Business & Economic Statistics	6	Plus three of the following: ACCT1511 Accounting & Financial Mgt 1B ECON1102 Macroeconomics 1 FINS1613 Business Finance INFS1602 Info Systems in Business COMM1000 Creating Social Change MGMT1101 Global Business Environment TABL1710 Business and the Law	6
	ECON1101 Microeconomics 1	6	MARK1012 Marketing Fundamentals MGMT1001 Managing Organisations & People	6		
	Total UOC	12	Total UOC	18	Total UOC	18
2 nd	MARK2101 Industry Training 1 MARK2051 Consumer Behaviour	12 6	MARK2052 Marketing Research <i>Option*</i> <i>Option*</i>	6 6 6	<i>Option*</i> <i>Option*</i> <i>Option*</i>	6 6 6
	Total UOC	18	Total UOC	18	Total UOC	18
3 rd	MARK3202 Industry Training 2 - A <i>General Education Option</i>	6 6	MARK3202 Industry Training 2-B <i>General Education Option</i> MARK3303 Industry Training 3 - A	6 6 6	<i>Option*</i> MARK3303 Industry Training 3 - B	6 6
	Total UOC	12	Total UOC	18	Total UOC	12
4 th	MARK3054 Market Analysis <i>Option*</i>	6 6	Mark3082 Strategic Marketing Management <i>Option*</i> <i>Option*</i>	6 6 6	<i>Option*</i> <i>Option*</i> <i>Option*</i>	6 6 6
	Total UOC	12	Total UOC	18	Total UOC	18

Notes:

- This is a SAMPLE study outline only and can be subject to change.
- You must always take your Industry Training schedule into consideration when planning your course enrolment or other commitments (see diagram below).
- *Options must satisfy the Bachelor of Commerce(Co-op) majoring in marketing, and General Education requirements. If a second major is being studied, options must satisfy the requirements of the second major.
- Marketing Co-op students must choose 3 options from the following:
 - ACCT3563 Issues in Financial Reporting (6 UOC)
 - MARK2053 Mark. Comm. & Prom. Management (6 UOC)
 - MARK2055 Service Marketing & Management (6 UOC)
 - MARK2060 Event Management and Marketing (6 UOC)
 - MARK2071 International & Global Marketing (6 UOC)
 - MARK2085 Consumer Centric Innovation (6 UOC)
 - MARK3081 Dist.Strategy & Retail Channels (6 UOC)
 - MARK3085 Digital Mktg & Web Analytics (6 UOC)
 - MARK3090 Marketing Decision Analysis (6 UOC)
 - MARK3091 New Product and Service Development (6 UOC)
 - MARK3092 Brand Management (6 UOC)
 - Either COMM3020 Global Bus Practicum (6 UOC) or COMM3030 Social Ent Practicum (6 UOC)

Resources:

- UNSW Handbook: <https://www.handbook.unsw.edu.au/undergraduate/specialisations/2019/MARKB1>
- School : <https://www.business.unsw.edu.au/degrees-courses/undergraduate/co-op-scholarship/commerce>
- Co-op: <http://www.coop.unsw.edu.au/programs/marketing-mkt>

Co-op Academic Coordinator

For enrolment related questions please always contact your Co-op Academic Coordinator in the first instance:

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When would I be on Industry Training (IT)?

