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

<table>
<thead>
<tr>
<th>Year</th>
<th>Session 1</th>
<th>UOC</th>
<th>Session 2</th>
<th>UOC</th>
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</thead>
</table>
| 1st  | ACCT1501 Accounting & Financial Mgt 1A  
ECON1101 Microeconomics 1  
ECON1203 Business & Economic Statistics  
MGMT1001 Managing Organisations & People | 6  
6  
6  
6 | MARK1012 Marketing Fundamentals  
*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 |
|      | Total UOC | 24 | Total UOC | 24 |
| 2nd  | MARK2101 Industry Placement 1  
MARK2051 Consumer Behaviour  
*Option* | 12  
6  
6 | MARK2052 Marketing Research  
*Option*  
*Option*  
*Option* | 6  
6  
6 |
|      | Total UOC | 24 | Total UOC | 24 |
| 3rd  | MARK3054 Market Analysis  
*Option* | 6  
6  
6  
6 | MARK3202 Industry Placement 2  
Mark3082 Strategic Marketing Management  
*Option* | 12  
6  
6 |
|      | Total UOC | 24 | Total UOC | 24 |
| 4th  | MARK3303 Industry Placement 3  
*Option*  
*Option* | 12  
6  
6 | *Option*  
*Option*  
*Option*  
*Option* | 6  
6  
6  
6 |
|      | Total UOC | 24 | Total UOC | 24 |
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:

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

Dr Rita Di Mascio
02 9385 3383
r.dimascio@unsw.edu.au

When would I be on Industry Training (IT)?

<table>
<thead>
<tr>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>UNSW</td>
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Industry Training 1 2 3