

# Marketing

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

Year	Term 1	UOC	Term 2	UOC	Term 3	UOC
1 <sup>st</sup>	ACCT1501 Accounting & Financial Mgt 1A ECON1101 Microeconomics 1	6 6	ECON1203 Business & Economic Statistics MARK1012 Marketing Fundamentals MGMT1001 Managing Organisations & People	6 6 6	<b>Plus three of the following:</b> 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 6 6
	Total UOC	12	Total UOC	18	Total UOC	18
2 <sup>nd</sup>	<b>MARK2101 Industry Training 1</b> MARK2051 Consumer Behaviour	<b>12</b> 6	MARK2052 Marketing Research <i>Option*</i> <i>Option*</i>	6 6 6	MARK3054 Market Analysis <i>Option*</i> <i>Option*</i>	6 6 6
	Total UOC	18	Total UOC	18	Total UOC	18
3 <sup>rd</sup>	<b>MARK3202 Industry Training 2 - A</b> <i>General Education Option</i>	<b>6</b> 6	<b>MARK3202 Industry Training 2-B</b> <i>General Education Option</i> <b>MARK3303 Industry Training 3 - A</b>	<b>6</b> 6 6	<i>Option*</i> <b>MARK3303 Industry Training 3 - B</b>	6 6
	Total UOC	12	Total UOC	18	Total UOC	12
4 <sup>th</sup>	<i>Option*</i> <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/2020/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:

Dr Gary Gregory

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**When would I be on Industry Training (IT)?**

