## Sample Study Outline

### Marketing

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Term 1</th>
<th>UOC</th>
<th>Term 2</th>
<th>UOC</th>
<th>Term 3</th>
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<tbody>
<tr>
<td>1st</td>
<td>COMM1100 Business Decision Making</td>
<td>6</td>
<td>COMM1140 Financial Management</td>
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<td>COMM1170 Organisational Resources</td>
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<td></td>
<td>COMM1110 Evidence-Based Problem Solving</td>
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<td>COMM 1150 Global Business Environments</td>
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<td>COMM1180 Value Creation</td>
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<td>COMM1120 Collaboration &amp; Innovation in Business</td>
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<td>COMM1190 Data, Insights &amp; Decisions</td>
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<td><strong>MARK2012 Marketing Fundamentals</strong></td>
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<td>MARK2052 Marketing Research</td>
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<td><strong>MARK3202 Industry Training 2-B</strong></td>
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<td><strong>MARK3087 Customer Analytics</strong></td>
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<td>MARK3054 Market Analysis</td>
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<td>Total UOC</td>
<td>18</td>
<td>Total UOC</td>
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**HIGHLY RECOMMENDED THAT STUDENTS FOLLOW THIS SEQUENCE OF COURSES IN YEAR 1**

- **48 UOC**: Integrated First year
- **84 UOC**: Co-op Specialisation major - 48 UOC disciplinary courses plus 36 UOC Industry Training. Must contain at least 18 UOC at level 3
- **48 UOC**: Free Electives – maximum number of “any course”. Students may choose to complete an optional second major/minor using these
- **12 UOC**: General Education: Students must take at least 12UOC of General Education – courses outside their faculty.
- **You must always note** Min/Max Level 1 subjects / Level 2,3 and 4 Maturity Requirements / Excluded courses
Notes:

- This is a **SAMPLE study outline only** and can be subject to change. You must satisfy the Bachelor of Commerce (Co-op) majoring in Marketing, and degree General Education requirements. If a 2nd major undertaken, options must satisfy the requirements of the 2nd major.
- You must always take your Industry Training schedule into consideration when planning your course enrolment or other commitments (see diagram below).
- Integrated First year BCom (48UOC) +
- **MARK Core Courses (36UOC)**
  - COMM1100 Business Decision Making (**integrated 1st year**) (6 UOC)
  - MARK2012 Marketing Fundamentals (6 UOC)
  - MARK2052 Marketing Research (6 UOC)
  - MARK2085 Consumer Centric Innovation (6 UOC)
  - MARK2054 Marketing Analytics and Big Data (6 UOC)
  - MARK3087 Customer Analytics (6 UOC)
- **Prescribed Electives Stage 2/3**: Students must complete 12 UOC of prescribed electives. At least one of these courses must be at level 3.
  - ACCT3563 Issues in Financial Reporting (6 UOC)
  - MARK2051 Consumer Behaviour (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)
  - MARK3081 Dist. Strategy & Retail Channels (6 UOC)
  - MARK3085 Digital Mktg & Web Analytics (6 UOC)
  - MARK3088 Product Analytics (6UOC)
  - MARK3089 Pricing Analytics (6UOC)
  - MARK3090 Marketing Decision Analysis (6 UOC)
  - MARK3091 New Product and Service Development (6 UOC)
  - MARK3092 Brand Management (6 UOC)
  - Either COMM3020 or COMM3030 (6 UOC)
- Free electives (48UOC) can be used to complete a second major (from approved areas of study) or a minor in an area of interest.

Resources:


**Co-op Academic Coordinator**

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

Dr Gary Gregory  
T: 02 9385 3389  
E: g.gregory@unsw.edu.au

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

<table>
<thead>
<tr>
<th>2022</th>
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<th>2024</th>
<th>2025</th>
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Industry Training 1 2 3