



## Sample Study Outline

# Marketing

Program / Degree: [3554 B.Commerce \(Co-op\)](#)

Year	Term 1	UOC	Term 2	UOC	Term 3	UOC
1 <sup>st</sup>	<b>COMM0999 – myBCom Blueprint</b> COMM1100 Business Decision Making COMM1110 Evidence-Based Problem Solving COMM1120 Collaboration & Innovation in Business	6 6 6	COMM1140 Financial Management COMM 1150 Global Business Environments COMM1190 Data, Insights & Decisions	6 6 6	COMM1170 Organisational Resources COMM1180 Value Creation <b>MARK2012 Marketing Fundamentals</b>	6 6 6
	Total UOC	18	Total UOC	18	Total UOC	18
2 <sup>nd</sup>	<b>COMM1999 – myBCom First Year Portfolio</b> <b>MARK2101 Industry Training 1 (12UOC)</b> <b>MARK2051 Consumer Behavior</b>	12 6	<b>MARK2052 Marketing Research</b> <i>General Education Option</i>	6 6	<i>General Education Option</i> <i>Elective Option*</i> <i>Elective Option*</i>	6 6 6
	Total UOC	18	Total UOC	12	Total UOC	18
3 <sup>rd</sup>	<b>MARK3202 Industry Training 2 (6UOC)</b> <b>MARK3092 Brand Management</b>	6 6	<b>MARK3202 Industry Training 2 (6UOC)</b> <i>Elective Option*</i> <b>MARK3303 Industry Training 3 (6UOC)</b>	6 6 6	<b>MARK3082 Strategic Marketing</b> <b>MARK3303 Industry Training 3 (6UOC)</b> <i>(Completion of MARK3303 will meet program FYS requirements)</i>	6 <b>6</b>
	Total UOC	12	Total UOC	18	Total UOC	12
4 <sup>th</sup>	Prescribed Elective <i>Elective Option*</i>	6 6	Prescribed Elective <i>Elective Option*</i> <i>Elective Option*</i>	6 6 6	<b>COMM3999 – myBCom Graduation Portfolio</b> <i>Elective Option*</i> <i>Elective Option*</i> <i>Elective Option*</i>	6 6 6
	Total UOC	12	Total UOC	18	Total UOC	18

## 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.  
*Completion of Industry Placement 3 will also meet Final Year Synthesis program requirements for BCom.*
- **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.
- **COMM0999, COMM1999, COMM3999:** myBCom: Students must take all 3 components of myBCom at the specific stages of their program to successfully meet program requirements.
- **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 1<sup>st</sup> year**)
  - MARK2012 Marketing Fundamentals (6 UOC)
  - MARK2052 Marketing Research (6 UOC)
  - MARK2085 Consumer Centric Innovation (6 UOC)
  - MARK3054 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 (6UOC)
  - 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:

- UNSW Handbook: <https://www.handbook.unsw.edu.au/undergraduate/specialisations/2022/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)?**

