

Bachelor of Business (Marketing)

includes:

Bachelor of Business (Marketing)

The Bachelor of Business (Marketing) provides specialised knowledge, capabilities and competencies in marketing and related business areas. The course includes practical industry placements, one in each of the three years of study starting with 35 hours in the first year, 70 hours in the second and 120 hours in the final year of study. Additionally, students may undertake a joint study in a second prescribed discipline area, or develop knowledge in non-business subjects of their choice. The course is designed to produce graduates who are skilled and work-ready in their selected discipline or profession.

The course includes the following awards:

Bachelor of Business(Marketing) *BBus(Mkt)*

Joint Studies

A joint study is a prescribed set of subjects taken from a discipline other than Accounting or Business. Students are able to use the title of the joint study in conjunction with Bachelor of Accounting (e.g. Bachelor of Accounting/Finance, Bachelor of Business (Human Resource Management/Industrial Relations)). This course includes the following Joint Study options:

Accounting (*Acc*), Advertising (*Advert*), Agribusiness (*Agribus*), Banking (*Bank*), Cultural Heritage Management (*CultHeritMgt*), Economics (*Econ*), Ecotourism (*Ecotourism*), Finance (*Fin*), Financial Planning (*FinPlan*), Human Resource Management (*HRM*), Industrial Relations (*IndRel*), Information Systems (*InfoSys*), International Business & Culture (*InternatBus&Cult*), Legal Studies (*LegalStud*), Leisure and Health (*Leis&Hlth*), Management (*Mgt*), Marketing Communication & Digital Media (*MktComm&DigMedia*), Online Business Technologies (*OnlineBusTechs*), Organisational Communication and Public Relations (*OrgComm&PubRel*), Psychology (*Psych*), Sociology (*Sociol*), Vocational Training (*VocTrain*)

Course Study Modes and Locations

Bachelor of Business (Marketing) (2415MK)

Distance Education - Bathurst

On Campus - Albury-Wodonga

On Campus - Bathurst
On Campus - CSU Study Centre Melbourne
On Campus - CSU Study Centre Sydney

Availability is subject to change, please verify prior to enrolment.

Normal course duration

Bachelor of Business (Marketing)

Full-time 3 years (6.0 sessions)

Normal course duration is the effective period of time taken to complete a course when studied Full-time (Full-time Equivalent: FTE). Students are advised to consult the Enrolment Pattern for the actual length of study. Not all courses are offered in Full-time mode.

Admission criteria

[CSU Admission Policy](#)

Standard CSU and UAC admission requirements for undergraduate courses apply.

Credit

[CSU Credit Policy](#)

The Faculty has a large number of standard credit packages for TAFE and other institutions.

Graduation requirements

To graduate students must satisfactorily complete 192 points.

Course Structure

Core

All of the following

[BUS110](#)Workplace Learning 1

[BUS220](#)Workplace Learning 2

[BUS370](#)Workplace Learning 3

[QBM120](#)Business Statistics

[MGT100](#)Organisations & Management

[MGT230](#)Ethics, Sustainability & Culture

[MKT110](#)Marketing & Society

[MKT220](#)Consumer Behaviour
[MKT230](#)Market Research
[MKT260](#)International Marketing
[MKT340](#)Strategic Marketing Management (Capstone Subject)

Restricted Electives

plus at least three (3) Restricted Electives (Group A) from:

[MKT235](#)Brand Management
[MKT240](#)Market Analysis and Analytics
[MKT310](#)Integrated Marketing Communications
[MKT335](#)Marketing of Services
[MKT303](#)Social and Environmental Marketing
[MKT350](#)Product Innovation Management

plus at least two (2) Restricted Electives (Group B) from:

[ACC100](#)Accounting 1
[ECO130](#)Business Economics
[ITC105](#)Communications & Information Management
[LAW110](#)Business Law

Unrestricted electives

Students must choose eight (8) unrestricted electives either by:

Completing a joint study in another discipline area which will be included on the testamur, and adding the number of unrestricted electives needed to bring the total number of subjects to 24; or by:

Selecting eight (8) unrestricted electives. An unrestricted elective is any undergraduate subject offered by Charles Sturt University provided prerequisites and enrolment restrictions have been met.

Note that at least 3 unrestricted electives must be Business or Business related subjects.

Students must ensure that there are no more than twelve (12) level one subjects in their degree. Students must also ensure that they complete a minimum of five (5) level three subjects in their degree. The level of a subject is designated by the first digit in the subject code; e.g., [MGT100](#) is a level one subject

JOINT STUDIES

A joint study is a prescribed set of subjects taken from a discipline other than the chosen

specialisation. Students are then able to use the title of the joint study in conjunction with the specialisation (e.g., Bachelor of Business (Management/Finance)).

For a Joint Study either from within the Faculty of Business or from another Faculty, students must take an established sequence or set of five subjects. Established sequences are determined by Faculty Board. Students must ensure that they take the necessary prerequisites.

If a Joint Study is chosen from those offered within the Faculty of Business, it must be in an area other than that of the specialisation studied. No more than two subjects can be counted towards a Joint Study if they have already been undertaken as part of a specialisation. A student cannot claim more than one Joint Study.

Students enrolled through the CSU Study Centres may only choose the Accounting, Management or Marketing joint studies.

Accounting joint study

[ACC100](#)Accounting 1

[ACC110](#)Accounting 2*

PLUS three subjects from the list below, at least one of which should be at level 3:

[ACC200](#)Accounting Systems

[ACC210](#)Management Accounting

[ACC222](#)External Reporting

[ACC311](#)Strategic and Sustainable Accounting

[ACC322](#)Company Accounting

*Students studying the Bachelor of Business (Banking) or Bachelor of Business (Finance) must select an additional subject in place of ACC110.

Banking joint study

[FIN211](#)Financial Management

[FIN230](#)Financial Institutions and Markets

[FIN310](#)Commercial Banking & Finance

[FIN320](#)Financial Institutions Lending

[LAW330](#)Finance Law

Economics joint study

Five subjects from the list below, one of which must be at level 3:

[ECO130](#)Business Economics

[ECO210](#)Labour Economics

[ECO215](#)Managerial Economics for Business Strategy

[ECO220](#) Macroeconomic Analysis
[ECO320](#) International Economics
[ECO356](#) Environmental Economics
[AGB110](#) Agricultural Economics (From Faculty of Science)

Finance joint study

[FIN211](#) Financial Management
[FIN221](#) Investments
[FIN230](#) Financial Institutions & Markets

PLUS two subjects from the list below:

[FIN331](#) Financial Planning
[FIN340](#) International Finance
[FIN350](#) Strategic Financial Management
[FIN360](#) Treasury Risk Management
[FIN370](#) Funds Management

Financial Planning joint study

[FIN211](#) Financial Management*
[FIN221](#) Investments
[FIN331](#) Financial Planning
[FIN380](#) Superannuation
[LAW301](#) Taxation Law (Principles)

*Students studying the Bachelor of Business (Finance) or Bachelor of Business (Banking) should substitute [LAW302](#) Taxation Law (Issues) for [FIN211](#) Financial Management

Human Resource Management joint study

[HRM210](#) Human Resource Management
[HRM330](#) Strategic Human Resource Management

PLUS three subjects from the list below:

[ECO210](#) Labour Economics
[HRM310](#) Developing Human Resources
[HRM320](#) Issues in Human Resource Management
[INR310](#) Comparative Industrial Regulations
[LAW370](#) Law of Employment
[MGT210](#) Organisational Behaviour*
[MGT340](#) International Business Management

*Students studying the Bachelor of Business (Management) must choose an additional elective in place of MGT210

Industrial Relations joint study

[LAW110](#)Business Law

[INR210](#)Industrial Relations in Australia

PLUS three subjects from the list below, at least one of which should be at level 3:

[LAW240](#)Industrial Law

[INR310](#)Comparative Industrial Relations

[ECO210](#)Labour Economics

[HRM210](#)Human Resource Management

[LAW260](#)Administrative Law

[LAW370](#)Law of Employment

[MGT320](#)Managing Change

Information Systems joint study

[ITC114](#)Database Management Systems

[ITC211](#)Systems Analysis

PLUS three subjects from the list below, one of which must be at level 3 and only one may be at level 1:

[ITC105](#)Communication and Information Management

[ITC106](#)Programming Principles

[ITC161](#)Computer Systems

[ITC204](#)Human Computer Interaction

[ITC206](#)Programming in Java 1

[ITC240](#)IT Infrastructure Management

[ITC212](#)Internet Technologies

[ITC218](#)IT Project Management

[ITC331](#)Ethics and Professional Practice

International Business & Culture joint study

[MGT250](#)Asia-Pacific Business

[MGT340](#)International Management

PLUS three subjects from the list below:

[ECO320](#)International Economics

[FIN340](#)International Finance

[INR310](#)Comparative Industrial Relations

[MKT260](#)International Marketing

[BUS201](#)International Project

[POL111](#)International Relations (From Faculty of Arts).

Legal Studies joint study

[LAW110](#)Business Law

PLUS four subjects from the list below, at least one of which should be at level 3:

[LAW200](#)Commercial Activities: Law & Policy

[LAW220](#)Business Organisations Law

[LAW240](#)Industrial Law

[LAW260](#)Administrative Law

[LAW301](#)Taxation Law (Principles)

[LAW302](#)Taxation Law (Issues)

[LAW330](#)Finance Law

[LAW370](#)Law of Employment

Management joint study

[MGT330](#)Business Strategy

PLUS four subjects from the list below:

[MGT210](#)Organisational Behaviour

[MGT245](#)Managing Yourself & Others

[MGT290](#)Project Management

[MGT310](#)Operations Management

[MGT320](#)Managing Change

[MGT340](#)International Management

[MGT367](#)Leadership Issues

Marketing, Communication & Digital Media joint study

[COM112](#)Digital Media

[MKT310](#)Integrated Media Communications

PLUS three subjects from the list below, at least one of which should be at level 2:

[MKT110](#)Marketing & Society*

[COM116](#)What is Public Relations?

[CCI100](#)Introduction to Media Production

[COM222](#)Public Relations Tactics

[COM219](#)Media, Communication & Globalisation

[JRN101](#)Newsgathering and Writing

[ADV206](#)Channel Planning

*Students studying the Bachelor of Business (Marketing) should replace [MKT110](#) with another level 1 subject from the above list.

Online Business Technologies joint study

[ITC212](#)Internet Technologies

PLUS four subjects from the list below, at least one of which should be at level 3:

[ITC114](#)Database Management Systems

[ITC106](#)Programming Principles

[ITC105](#)Communication and Information Management

[MGT220](#)eCommerce

[ITC331](#)Ethics and Professional Practice

[ITC314](#)Virtualisation Technologies

From outside the Faculty of Business**Advertising joint study (choose 40 points from)**

[ADV104](#)Understanding Advertising

[ADV205](#)Advertising Creative

[ADV206](#)Principles of Channel Planning

[ADV317](#)Advertising Strategy and Planning (16 points)

[ADV105](#)The Advertising Business

Agribusiness joint study

[AGB165](#)Agribusiness Systems

[AHT231](#)Agricultural Finance & Business Management

PLUS three subjects from the list below, at least one of which should be at level 3:

[AGB110](#)Agricultural Economics

[AGB351](#)Commodity Trade and Pricing*

[AGB310](#)Agricultural Marketing

[AGR220](#)Extension

* **[AGB110](#)**is assumed knowledge.

Cultural Heritage Management joint study

[ENM163](#)Natural Resource Management

[PKM260](#)Interpretive Planning

[PKM266](#)Culture and Heritage

PLUS either

[PKM397](#)Heritage Site Management (16 points)

or

[PKM398](#)Cultural Heritage Policy & Planning (16 points)

Ecotourism joint study

[REC200](#) Principles of Ecotourism

PLUS four subjects from the list below, at least one of which should be at level 3:

[PKM208](#) An Introduction to Outdoor Recreation and Adventure

[PKM230](#) Social Psychology of Risk in Outdoor Recreation

[PKM260](#) Interpretive Planning

[PKM266](#) Culture and Heritage

[PKM364](#) Outdoor Recreation Design

[PKM363](#) Shoreline Recreation Management

[PKM302](#) Philosophy of Outdoor Recreation

[REC167](#) Recreation Leadership & Communication

[REC205](#) Open Space Planning

[REC302](#) Interpretive Guiding Management in Ecotourism

Leisure and Health joint study

Five subjects from the list below, one of which must be at level 3:

[LES101](#) Introduction to Leisure and Health

[LES102](#) Leisure Programming with Diverse Populations

[LES110](#) Foundations of Leisure Activity

[LES202](#) Community Leisure & Health Issues

[LES301](#) Health Policy and Program Development

[LES302](#) Leisure and Social Relations

Organisational Communication and Public Relations joint study

[COM116](#) What is Public Relations?

PLUS four subjects from the list below, at least one of which must be at level 3:

[COM124](#) Communication in Context

[COM232](#) Public Relations Strategy

[COM222](#) Public Relations Tactics

[COM223](#) Communication Management

[COM236](#) Making it Happen: Event Management

[COM224](#) Communication Research Strategies

[COM313](#) Crisis and Issues Management

[COM322](#) Going Glocal: Regional and Global Public Relations

Psychology joint study

[PSY101](#) Foundations of Psychology 1

[PSY102](#) Foundations of Psychology 2

PLUS three subjects from the list below, at least one of which should be at level 3:

[PSY201](#) Research Methods in Psychology

[PSY203](#) Social Psychology

[PSY204](#) Psychological Testing

[PSY305](#) Psychology of Personality

[PSY307](#) Cognition

Note: Students who have completed [QBM117](#) Business Statistics or [QBM120](#) Business Data Analysis and [MKT230](#) Marketing Research should not complete [PSY201](#) Research Methods in Psychology but should select an alternative subject from the list above.

Sociology joint study

[SOC101](#) Introductory Sociology

[SOC102](#) Social Inequality

PLUS three SOC coded subjects, at least one at Level 2 and one at Level 3.

Vocational Training joint study

EPT331 Workplace Training

EPT332 Training in Adult & Vocational Education

EPT333 Assessment in Adult & Vocational Education

[EEL320](#) Learning Theories for Post Compulsory Education

PLUS one subject from the list below:

[EEE404](#) Assessment and Evaluation Practices

[EEL407](#) Mentoring/Workplace PD Strategies for VET

[EMT409](#) Technology for Adult Learning and Teaching

[EPT320](#) High Level Facilitation Skills

Enrolment Pattern

Full time suggested study sequence

If commencing at the start of a calendar year

Session 1

[MGT100](#) Organisations & Management

[MKT110](#) Marketing & Society

2 x Restricted Elective (Group B) subjects from:

[ACC100](#) Accounting 1

[ECO130](#) Business Economics

[ITC105](#) Communication & Information Management

[LAW110](#) Business Law

Session 2

[BUS110](#)Workplace Learning 1
[MGT230](#)Ethics, Sustainability & Culture
[QBM120](#)Business Data Analysis
1 x Unrestricted Elective

Session 3

[BUS220](#)Workplace Learning 2
[MKT230](#)Market Research
2 x Unrestricted Electives

Session 4

[MKT220](#)Buyer Behaviour
[MKT260](#)International Marketing
1 x Restricted Elective (Group A) subjects from:
[MKT235](#)Brand Management
[MKT240](#)Market Analysis and Analytics
[MKT310](#)Marketing Communications
[MKT335](#)Marketing of Services
[MKT303](#)Social and Environmental Marketing
[MKT350](#)Product Innovation Management
1 x Unrestricted Elective

Session 5

2 x Unrestricted Electives
2 x Restricted Elective (Group A) subjects from:
[MKT235](#)Brand Management
[MKT240](#)Market Analysis and Analytics
[MKT310](#)Marketing Communications
[MKT335](#)Marketing of Services
[MKT303](#)Social and Environmental Marketing
[MKT350](#)Product Innovation Management

Session 6

[BUS370](#)Workplace Learning 3
[MKT340](#)Strategic Marketing Management
2 x Unrestricted Electives

Part time suggested study sequence**If commencing at the start of a calendar year****Session 1**

[MGT100](#)Organisations & Management

[MKT110](#)Marketing & Society

Session 2

[BUS110](#)Workplace Learning 1

[QBM120](#)Business Data Analysis

Session 3

2 x Restricted Elective (Group B) subjects from:

[ACC100](#)Accounting 1

[ECO130](#)Business Economics

[ITC105](#)Communication & Information Management

[LAW110](#)Business Law

Session 4

[MGT230](#)Ethics, Sustainability & Culture

[MKT220](#)Consumer Behaviour

Session 5

[BUS220](#)Workplace Learning 2

[MKT230](#)Market Research

Session 6

[MKT260](#)International Marketing

1 x Unrestricted Elective

Session 7

1 x Unrestricted Elective

1 x Restricted Elective (Group A) subject from:

[MKT235](#)Brand Management

[MKT240](#)Market Analysis and Analytics

[MKT310](#)Marketing Communications

[MKT335](#)Marketing of Services
[MKT303](#)Social and Environmental Marketing
[MKT350](#)Product Innovation Management

Session 8

1 x Unrestricted Elective
1 x Restricted Elective (Group A) subject from:
[MKT235](#)Brand Management
[MKT240](#)Market Analysis and Analytics
[MKT310](#)Marketing Communications
[MKT335](#)Marketing of Services
[MKT303](#)Social and Environmental Marketing
[MKT350](#)Product Innovation Management

Session 9

1 x Unrestricted Elective
1 x Restricted Elective (Group A) subject from:
[MKT235](#)Brand Management
[MKT240](#)Market Analysis and Analytics
[MKT310](#)Marketing Communications
[MKT335](#)Marketing of Services
[MKT303](#)Social and Environmental Marketing
[MKT350](#)Product Innovation Management

Session 10

[BUS370](#)Workplace Learning 3
1 x Unrestricted Elective

Session 11

2 x Unrestricted Electives

Session 12

[MKT340](#)Strategic Marketing Management
1 x Unrestricted Elective

Workplace learning

Please note that the following subjects may contain a Workplace Learning component.

BUS110 Workplace Learning 1
BUS220 Workplace Learning 2
BUS370 Workplace Learning 3
COM223 Communication Management
EPT320 High Level Facilitation Skills for Post Compulsory Education

Residential School

Please note that the following subjects may have a residential school component.

AGR220 Extension
PKM266 Culture and Heritage
PKM363 Shoreline Recreation Management
PKM397 Heritage Site Management
PKM398 Cultural Heritage Policies and Planning

Enrolled students can find further information about CSU residential schools via the [About Residential School](#) page.

Contact

For further information about Charles Sturt University, or this course offering, please contact info.csu on 1800 334 733 (free call within Australia) or email inquiry@csu.edu.au

The information contained in the 2016 CSU Handbook was accurate at the date of publication: October 2015. The University reserves the right to vary the information at any time without notice.

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