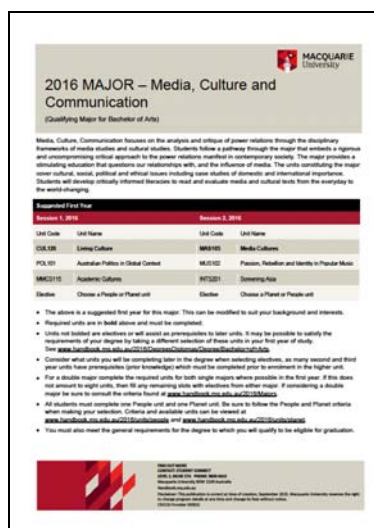


# 2019 Bachelor of Arts with the degree of Bachelor of Commerce

Combine your interests in commerce and arts and gain a commercial understanding of business with complementary arts knowledge. Gain highly developed communications skills, develop critical analysis and creative problem solving while studying the arts and business topics that interest you most. In this double degree you'll study subjects from commerce, business, social science and humanities fields.

When selecting units for your first session of study, refer to the Bachelor of Arts guide for your chosen Bachelor of Arts qualifying major, and the Bachelor of Commerce guide for your chosen Bachelor of Commerce major. Find the relevant guides at [www.mq.edu.au/study/admissions/accept-and-enrol/program-guides](http://www.mq.edu.au/study/admissions/accept-and-enrol/program-guides).

For the available majors and the general requirements for the degree which you must meet see [www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Arts+with+the+degree+of+Bachelor+of+Commerce](http://www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Arts+with+the+degree+of+Bachelor+of+Commerce)



**2016 MAJOR – Media, Culture and Communication**  
(Qualifying Major for Bachelor of Arts)

Media, Culture, Communication focuses on the analysis and critique of power relations through the disciplinary frameworks of media studies and cultural studies. Students follow a pathway through the major that enables a rigorous and contemporary critical approach to the power relations manifest in contemporary society. The major provides a stimulating education that questions our relationships with, and the influence of, media. The units constituting the major cover cultural, social, political and ethical issues including some studies of domestic and international perspectives. Students will develop critically informed literacies to read and evaluate media and cultural texts from the everyday to the world-changing.

Session 1, 2016		Session 2, 2016	
Unit Code	Unit Name	Unit Code	Unit Name
CLA101	Writing Culture	MAC101	Media Cultures
POL101	Australian Politics in Global Context	MUS102	Person, Religion and Identity in Popular Music
MAC115	Australian Cultures	INT101	Spotlight Asia

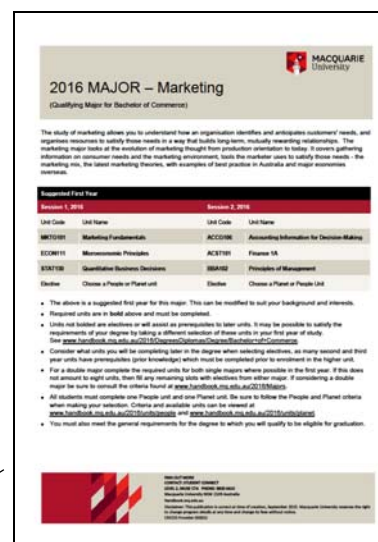
Elective: Choose a People or Planet unit

Elective: Choose a Planet or People unit

The above is a suggested first year for this major. This can be modified to suit your background and interests.

- Required units are in bold above and must be completed.
- Units not listed are electives or will assist as prerequisites to later units. It may be possible to satisfy the requirements of your degree by taking a different selection of these units in your first year of study. [www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Arts](http://www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Arts)
- Consider what units you will be completing later in the degree when selecting electives, as many second and third year units have prerequisites (prior knowledge) which must be completed prior to enrolment in the higher unit.
- For a double major complete the required units for both single majors where possible in the first year. If this does not amount to eight units, then fill any remaining slots with electives from either major. If considering a double major be sure to consult the criteria found at [www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Arts](http://www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Arts)
- All students must complete one People unit and one Planet unit. Be sure to follow the People and Planet criteria when making your selection. Criteria and available units can be viewed at [www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Arts](http://www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Arts)
- You must also meet the general requirements for the degree to which you will qualify to be eligible for graduation.

- Where possible, you should complete available required units from either or both of your single majors in your first semester.
- If this does not amount to four units, then fill any remaining slots with electives.
- Be sure to consult the criteria for double majors found at [www.handbook.mq.edu.au/2019/Majors](http://www.handbook.mq.edu.au/2019/Majors)
- An example is provided below.



**2016 MAJOR – Marketing**  
(Qualifying Major for Bachelor of Commerce)

The study of marketing allows you to understand how an organisation identifies and anticipates customers' needs, and organises resources to satisfy those needs in a way that builds long-term, mutually rewarding relationships. The marketing major looks at the evolution of marketing thought from production orientation to today. It covers gathering information on consumer needs and the marketing environment, both the marketer uses to satisfy those needs. The marketing mix, the latest marketing theories, with examples of how practice in Australia and major economies.

Session 1, 2016		Session 2, 2016	
Unit Code	Unit Name	Unit Code	Unit Name
MKTG101	Marketing Fundamentals	ACC206	Accounting Information for Decision-Making
ECON111	Microeconomic Principles	ACCT101	Finance 1A
STAT150	Quantitative Business Decisions	BSM102	Principles of Management

Elective: Choose a People or Planet unit

Elective: Choose a Planet or People unit

- The above is a suggested first year for this major. This can be modified to suit your background and interests.
- Required units are in bold above and must be completed.
- Units not listed are electives or will assist as prerequisites to later units. It may be possible to satisfy the requirements of your degree by taking a different selection of these units in your first year of study. [www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Commerce](http://www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Commerce)
- Consider what units you will be completing later in the degree when selecting electives, as many second and third year units have prerequisites (prior knowledge) which must be completed prior to enrolment in the higher unit.
- For a double major complete the required units for both single majors where possible in the first year. If this does not amount to eight units, then fill any remaining slots with electives from either major. If considering a double major be sure to consult the criteria found at [www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Commerce](http://www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Commerce)
- All students must complete one People unit and one Planet unit. Be sure to follow the People and Planet criteria when making your selection. Criteria and available units can be viewed at [www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Commerce](http://www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Commerce)
- You must also meet the general requirements for the degree to which you will qualify to be eligible for graduation.

## Sample First Session: Media, Culture and Communication major and Marketing major

### Session 2, 2019

Unit Code	Unit Name
MKTG101	Marketing Fundamentals
ECON111	Microeconomic Principles
STAT150	Business Statistics
MAS105	Media Cultures

**FIND OUT MORE**  
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Macquarie University NSW 2109 Australia  
[Handbook.mq.edu.au](http://Handbook.mq.edu.au)

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