

# 2019 MAJOR – Marketing

(Qualifying Major for Bachelor of Arts)

The study of marketing creates an understanding of 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 provides the analytical skills and techniques to develop creative marketing strategies that meet the needs of both business and consumers. It covers the latest developments in marketing theory, with examples of best practice from Australia and overseas, and enhances an awareness of marketing's contribution to society. The major is accredited by the Australian Marketing Institute (AMI).



**The table below is a suggested first session for students beginning in Session 2, 2019.** Please make your selection of units after reviewing the requirements of your award in the 2019 Handbook:

[www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Arts](http://www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Arts)

## Suggested First Session

### Session 2, 2019

Unit Code	Unit Name
MAS105	Media Cultures
BBA111	Organisational Behaviour
MKTG101	Marketing Fundamentals
Elective	Choose an elective unit

- You must also meet the general requirements for the degree for which you will qualify.
- It may be possible to satisfy the requirements of your degree by taking a different selection of units in your first session from those suggested above.
- Consider what units you will want to study in second and third year. Prerequisite requirements for those units must be completed prior to enrolment in the higher-level unit.
- For a double major complete required units for both majors where possible in the first year. If considering a double major consult the criteria found at [www.handbook.mq.edu.au/2019/Majors](http://www.handbook.mq.edu.au/2019/Majors).
- You can receive specific program advice from the faculty at any stage in your degree by lodging a "Program Advice" enquiry via <http://ask.mq.edu.au>.

FIND OUT MORE  
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