

2019 MAJOR – Marketing

(Qualifying Major for Bachelor of Business Administration with the degree of Bachelor of Arts)

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, tools the marketer uses to satisfy those needs - the marketing mix, the latest marketing theories, with examples of best practice in Australia and major economies overseas.



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+Business+Administration+with+the+degree+of+Bachelor+of+Arts

Suggested First Session

Session 2, 2019

Unit Code	Unit Name
ACCG100	Accounting in Society
BBA102	Principles of Management
HRM107	Introduction to Human Resources
MKTG101	Marketing Fundamentals

- 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.
- You can study additional PACE units as electives in second and/or third year. Go to www.pace.mq.edu.au to find out more about internships and other local and international opportunities.
- 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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