

2019 MAJOR – Marketing

(Qualifying Major for Bachelor of Commerce with the degree of Bachelor of Arts - Psychology)

This four-year program lets you gain a comprehensive understanding of commerce and business functions, strategy and skills whilst equipping you with knowledge of a wide range of fundamental psychological concepts which will help you understand how people think, act and feel, and be able to apply these concepts across a range of business areas.

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.

Students wishing to progress with psychology training can transfer from this degree to the Bachelor of Commerce with the degree of Bachelor of Psychology (Honours) upon meeting entry requirements.



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+Commerce+with+the+degree+of+Bachelor+of+Arts+-+Psychology

Suggested First Session

Session 2, 2019

Unit Code	Unit Name
ACCG100	Accounting in Society
MKTG101	Marketing Fundamentals
PSYC105	Introduction to Psychology II
STAT150	Business Statistics

- 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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Handbook.mq.edu.au

Disclaimer: This publication is correct at the time of creation, November 2018. Macquarie University reserves the right to change program details at any time and change its fees without notice.
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