



# 2018 MAJOR – Marketing

(Qualifying Major for Bachelor of Commerce with the degree of Bachelor of Laws)

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 year program guide to support your enrolment.** Please make your selection of units after reviewing the requirements of your award in the 2018 Handbook:

[www.handbook.mq.edu.au/2018/DegreesDiplomas/Degree/Bachelor+of+Commerce+with+the+degree+of+Bachelor+of+Laws](http://www.handbook.mq.edu.au/2018/DegreesDiplomas/Degree/Bachelor+of+Commerce+with+the+degree+of+Bachelor+of+Laws)

Suggested First Year			
Session 1, 2018		Session 2, 2018	
Unit Code	Unit Name	Unit Code	Unit Name
LAW115	Foundations of Law	LAW109	Criminal Justice
MKTG101	Marketing Fundamentals	LAWS108	Law, Lawyers and Society
ACCG100	Accounting in Society	LAWS104	Contracts
ECON111	Microeconomic Principles	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 year 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.
- All students must complete one People unit and one Planet unit. Criteria and available units can be viewed at [www.handbook.mq.edu.au/2018/Units/Planet](http://www.handbook.mq.edu.au/2018/Units/Planet) and [www.handbook.mq.edu.au/2018/Units/People](http://www.handbook.mq.edu.au/2018/Units/People).
- 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  
CONTACT: STUDENT CONNECT  
LEVEL 2, MUSE C7A PHONE: 9850 6410  
Macquarie University NSW 2109 Australia  
[Handbook.mq.edu.au](http://Handbook.mq.edu.au)

Disclaimer: This publication is correct at the time of creation, August 2017. Macquarie University reserves the right to change program details at any time and change its fees without notice.  
CRICOS Provider 00002J