



2019 Bachelor of Marketing and Media

Rapid technological change has led to increasing overlap between media and marketing in today's business environment. This degree will focus on the changing media and marketing landscape, with strong emphasis on the theory behind modern marketing principles.



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+Marketing+and+Media

Suggested First Session

Session 2, 2019

Unit Code	Unit Name
ACCG100	Principles of Management
MAS105	Media Cultures
MKTG101	Marketing Fundamentals
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 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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