



Sample Study Outline

Marketing

Program / Degree: [3554 B.Commerce \(Co-op\)](#)

Year	Term 1	UOC	Term 2	UOC	Term 3	UOC
1 st	COMM0999 – myBCom Blueprint COMM1100 Business Decision Making COMM1110 Evidence-Based Problem Solving COMM1120 Collaboration & Innovation in Business	6 6 6	COMM1140 Financial Management COMM 1150 Global Business Environments COMM1190 Data, Insights & Decisions	6 6 6	COMM1170 Organisational Resources COMM1180 Value Creation MARK2012 Marketing Fundamentals	6 6 6
	Total UOC	18	Total UOC	18	Total UOC	18
2 nd	COMM1999 – myBCom First Year Portfolio MARK2101 Industry Training 1 (12UOC) MARK2051 Consumer Behavior	12 6	MARK2052 Marketing Research General Education Option	6 6	General Education Option Elective Option* Elective Option*	6 6 6
	Total UOC	18	Total UOC	12	Total UOC	18
3 rd	MARK3202 Industry Training 2 (6UOC) MARK3092 Brand Management	6 6	MARK3202 Industry Training 2 (6UOC) Elective Option* MARK3303 Industry Training 3 (6UOC)	6 6 6	MARK3082 Strategic Marketing MARK3303 Industry Training 3 (6UOC) (Completion of MARK3303 will meet program FYS requirements)	6 6
	Total UOC	12	Total UOC	18	Total UOC	12
4 th	Prescribed Elective Elective Option*	6 6	Prescribed Elective Elective Option* Elective Option*	6 6 6	COMM3999 – myBCom Graduation Portfolio Elective Option* Elective Option* Elective Option*	6 6 6
	Total UOC	12	Total UOC	18	Total UOC	18

HIGHLY RECOMMENDED THAT STUDENTS FOLLOW THIS SEQUENCE OF COURSES IN YEAR 1

- **48 UOC:** Integrated First year
- **84 UOC:** Co-op Specialisation major - 48 UOC disciplinary courses plus 36 UOC Industry Training. Must contain at least 18 UOC at level 3.
Completion of Industry Placement 3 will also meet Final Year Synthesis program requirements for BCom.
- **48 UOC:** Free Electives – maximum number of “any course”. Students may choose to complete an optional second major/minor using these
- **12 UOC:** General Education: Students must take at least 12UOC of General Education – courses outside their faculty.
- **COMM0999, COMM1999, COMM3999:** myBCom: Students must take all 3 components of myBCom at the specific stages of their program to successfully meet program requirements.
- **You must always note** Min/Max Level 1 subjects / Level 2,3 and 4 Maturity Requirements / Excluded courses

Notes:

- This is a **SAMPLE study outline only** and can be subject to change. You must satisfy the Bachelor of Commerce (Co-op) majoring in Marketing, and degree General Education requirements. If a 2nd major undertaken, options must satisfy the requirements of the 2nd major.
- You must always take your Industry Training schedule into consideration when planning your course enrolment or other commitments (see diagram below).
- Integrated First year BCom (48UOC) +
- MARK Core Courses (36UOC)
 - COMM1100 Business Decision Making (**integrated 1st year**)
 - MARK2012 Marketing Fundamentals (6 UOC)
 - MARK2052 Marketing Research (6 UOC)
 - MARK2085 Consumer Centric Innovation (6 UOC)
 - MARK3054 Marketing Analytics and Big Data (6 UOC)
 - MARK3087 Customer Analytics (6 UOC)
- Prescribed Electives Stage 2/3: Students must complete 12 UOC of prescribed electives. At least one of these courses must be at level 3.
 - ACCT3563 Issues in Financial Reporting (6 UOC)
 - MARK3085 Digital Mktg & Web Analytics (6 UOC)
 - MARK2051 Consumer Behaviour (6UOC)
 - MARK3088 Product Analytics (6UOC)
 - MARK2053 Mark. Comm. & Prom. Management (6 UOC)
 - MARK3089 Pricing Analytics (6UOC)
 - MARK2055 Service Marketing & Management (6 UOC)
 - MARK3090 Marketing Decision Analysis (6 UOC)
 - MARK2060 Event Management and Marketing (6 UOC)
 - MARK3091 New Product and Service Development (6 UOC)
 - MARK2071 International & Global Marketing (6 UOC)
 - MARK3092 Brand Management (6 UOC)
 - MARK3081 Dist. Strategy & Retail Channels (6 UOC)
 - Either COMM3020 or COMM3030 (6 UOC)
- Free electives (48UOC) can be used to complete a second major (from approved areas of study) or a minor in an area of interest.

Resources:

- UNSW Handbook: <https://www.handbook.unsw.edu.au/undergraduate/specialisations/2022/MARKB1>
- School : <https://www.business.unsw.edu.au/degrees-courses/undergraduate/co-op-scholarship/commerce>
- Co-op: <http://www.coop.unsw.edu.au/programs/marketing-mkt>

Co-op Academic Coordinator

For enrolment related questions please always contact your Co-op Academic Coordinator in the first instance:

Dr Gary Gregory T: 02 9385 3389 E: g.gregory@unsw.edu.au

When would I be on Industry Training (IT)?

