

Sample Study Outline

Marketing

Program / Degree: [3554 B.Commerce \(Co-op\) \[MARKB1\]](#)

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 <i>Prescribed Elective</i>	6 6	<i>Prescribed Elective</i> <i>Free Elective</i> <i>Free Elective</i>	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) <i>General Education Option</i> MARK3303 Industry Training 3 (6UOC)	6 6 6	MARK3082 Strategic Marketing MARK3303 Industry Training 3 (6UOC) <i>(Completion of MARK3303 will meet program FYS requirements)</i>	6 6 6
	Total UOC	12	Total UOC	18	Total UOC	12
4 th	<i>Free Elective</i> <i>Free Elective</i> <i>Free Elective</i>	6 6 6	<i>Free Elective</i> <i>Free Elective</i> <i>Free Elective</i>	6 6 6	COMM3999 – myBCom Graduation Portfolio <i>General Education Option</i> <i>Free Elective</i>	6 6 6
	Total UOC	18	Total UOC	18	Total UOC	12

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.
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.

Notes:

UNSW calendar will move from 3-trimester model to 2-semester model in 2028 so the sample study outline from 3rd to 4th year will be subject to significant change later.

- This is a **SAMPLE study outline only** and can be subject to change.
- The order of Integrated First Year courses can change but MARK Co-op scholars should complete MARK2012 in T3 of 1st year prior to IT1.
- You must always take your Industry Training schedule into consideration when planning your course enrolment or other commitments (see diagram below).
- You must satisfy the Bachelor of Commerce single major requirement in Marketing and Gen Ed requirements per the UNSW Handbook.
- All students must ensure they meet the degree requirements/complete the core courses outlined in the UNSW Handbook.
- Student must note the Min/Max Level 1 subjects / Level 2,3 and 4 Maturity Requirements and excluded courses for Co-op scholars.
- **Note on Exchange:** Exchange recommended in 2nd year T3 or 4th Year T2 or T3.

Resources:

[UNSW Handbook](#)

[School](#)

[Co-op](#)

Co-op Academic Coordinator

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

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When would I be on Industry Training (IT)?

