

Program Structure		Bachelor of Business		MKTG	
Program Code	Total Subjects	Intakes	Duration	Structure	
BN-10014	24	Commencing January 2019 (191 Semester)	6 semesters (2 years)	12 Required Subjects	
Version	4	Commencing May 2019 (192 Semester)	full-time	1 x 6 Subject Major	
Total Credit Points	240	Commencing September 2019 (193 Semester)		6 General Electives	
CRICOS	063055G				
Assumed knowledge is the minimum level of knowledge of a subject area that students are assumed to have acquired through previous study. It is the responsibility of students to ensure they meet the assumed knowledge expectations of a specified subject. Students who do not possess this prior knowledge are strongly recommended against enrolling and do so at their own risk. No concessions will be made for students' lack of prior knowledge.					
Available	Code	Title	Assumed Knowledge	Requisite	
Students must complete the following twelve (120CP) subjects including 3 Core University Subjects (30CP) One core subject must be taken per semester for the first three semesters					
J/M/S	ACCT11-100	Accounting for Decision Making			
J/M/S	BUSN13-331	Business Model Generation			
J/M/S	BUSN13-332	Business Model Execution		BUSN13-331	
J/M/S	CORE11-001	Critical Thinking and Communication			
J/M/S	CORE11-002	Leadership and Team Dynamics	CORE11-001 or BCDP02-101		
J/M/S	CORE11-003	Ethical Thought and Action	CORE11-001 or BCDP02-101 & CORE11-002 or BCDP02-102		
J/M/S	ECON11-100	Principles of Economics			
J/M/S	FINC12-200	Fundamentals of Finance	ACCT11-100 & ECON11-100 or HRTM12-206 & STAT11-111 or STAT11-112		
J/M/S	INFT11-120	Digital Transformation of Business			
J/M/S	LAWS10-100	Business Law			
J/M/S	MKTG11-100	Marketing			
J/M/S	Alternative STAT	Choose either STAT11-111 OR STAT11-112			
J/M/S	STAT11-111	Business Statistics			
J/M/S	STAT11-112	Quantitative Methods			

MKTG	60CP	MARKETING MAJOR FOR STUDENTS STARTING IN 191 or 192 SEMESTERS	
<i>This major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer behaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.</i>			
You must complete the following four subjects:			
J/M	MKTG12-301	Consumer and Buyer Behaviour	MKTG11-100
M/S	MKTG13-303	Market Research and Analysis	MKTG11-100
M/S	MKTG13-320	Strategic Marketing	MKTG11-100 & MKTG13-303
Plus two subjects from the following options:			
J/S	MKTG13-301	International Marketing	MKTG11-100
J/M	MKTG13-302	Promotional Design and Planning	MKTG11-100
J/M	MKTG13-312	Internet and Social Media Marketing	MKTG11-100
S	MKTG13-319	Digital and Direct Marketing	MKTG11-100
The Majors below can only be taken as a second Major			
Bond Business School Majors			
	ACSC	MAJOR - ACTUARIAL SCIENCE	COMMERCE
	BIGD	MAJOR - BIG DATA	COMMERCE
	ECON	MAJOR - ECONOMICS	COMMERCE
	FINC	MAJOR - FINANCE	COMMERCE
	ENTI	MAJOR - ENTREPRENEURSHIP AND INNOVATION	BUSINESS
	IBUS	MAJOR - INTERNATIONAL BUSINESS	BUSINESS
	MGMT	MAJOR - MANAGEMENT	BUSINESS
	MKCM	MAJOR - MARKETING COMMUNICATION	BUSINESS
	TOUM	MAJOR - TOURISM MANAGEMENT	BUSINESS
Elective 6 Subjects (60CP) - Students may choose to take their electives from the combinations below.			
2nd Majors	choose any six subject major from the Bond Business School		
Minors	choose any four subject minor from the Bond Business School and two elective subjects from the university		
General Elective UG	General elective – A subject that may be chosen from any subject on offer across the University provided requisites, enrolment restrictions and any other faculty requirements have been met.		
Notes			
Please note That BUSN13-331 Business Model Generation Must be taken in the Penultimate Semester and BUSN13-332 Business model Execution Must be taken in the Final Semester			
You are registered into Bond Beyond Bond which is a practical, activity-based program that extends across the duration of all undergraduate degrees.			
You are registered in the Bond Business Mentoring Program designed for all new undergraduate students; please be advised the first scheduled gathering is in the Bond Business School orientation, If you require further information please email businessmentoring@bond.edu.au .			

Sequence Plan For students Commencing January 2019

Semester	Code	Title	Assumed Knowledge	Requisite
1st Semester January	ACCT11-100	Accounting for Decision Making		
	CORE11-001	Critical Thinking and Communication		
191	ECON11-100	Principles of Economics		
	MKTG11-100	Marketing		
2nd Semester May	CORE11-002	Leadership and Team Dynamics	CORE11-001 or BCDP02-101	
	LAWS10-100	Business Law		
192	MKTG12-301	Consumer and Buyer Behaviour	MKTG11-100	
	Alternative STAT	Choose either STAT11-111 OR STAT11-112		
3rd Semester September	CORE11-003	Ethical Thought and Action	CORE11-001 or BCDP02-101 & CORE11-002 or BCDP02-102	
	FINC12-200	Fundamentals of Finance	ACCT11-100 & ECON11-100 or HRTM12-206 & STAT11-111 or STAT11-112	
193	INFT11-120	Digital Transformation of Business		
	MKTG13-303	Market Research and Analysis	MKTG11-100	
4th Semester January	Major/Elective/Exchange	Optional Major subject, Elective or Exchange Semester		
	Major/Elective/Exchange	Optional Major subject, Elective or Exchange Semester		
201	Major/Elective/Exchange	Optional Major subject, Elective or Exchange Semester		
	Major/Elective/Exchange	Optional Major subject, Elective or Exchange Semester		
5th Semester May	BUSN13-331	Business Model Generation		
	MKTG13-320	Strategic Marketing	MKTG11-100 & MKTG13-303	
202	Major/Elective	Optional Major subject or Elective		
	Major/Elective	Optional Major subject or Elective		
6th Semester September	BUSN13-332	Business Model Execution		BUSN13-331
	Major/Elective	Optional Major subject or Elective		
203	Major/Elective	Optional Major subject or Elective		
	Major/Elective	Optional Major subject or Elective		

Sequence Plan For students Commencing May 2019

Available	Code	Title	Assumed Knowledge	Requisite
1st Semester May	ACCT11-100	Accounting for Decision Making		
	CORE11-001	Critical Thinking and Communication		
192	ECON11-100	Principles of Economics		
	MKTG11-100	Marketing		
2nd Semester September	CORE11-002	Leadership and Team Dynamics	CORE11-001 or BCDP02-101	
	LAWS10-100	Business Law		
193	MKTG13-303	Market Research and Analysis	MKTG11-100	
	Alternative STAT	Choose either STAT11-111 OR STAT11-112		
3rd Semester January	CORE11-003	Ethical Thought and Action	CORE11-001 or BCDP02-101 & CORE11-002 or BCDP02-102	
	FINC12-200	Fundamentals of Finance	ACCT11-100 & ECON11-100 or HRTM12-206 & STAT11-111 or STAT11-112	
201	INFT11-120	Digital Transformation of Business		
	MKTG12-301	Consumer and Buyer Behaviour	MKTG11-100	
4th Semester May	Major/Elective/Exchange	Optional Major subject, Elective or Exchange Semester		
	Major/Elective/Exchange	Optional Major subject, Elective or Exchange Semester		
202	Major/Elective/Exchange	Optional Major subject, Elective or Exchange Semester		
	Major/Elective/Exchange	Optional Major subject, Elective or Exchange Semester		
5th Semester September	BUSN13-331	Business Model Generation		
	MKTG13-320	Strategic Marketing	MKTG11-100 & MKTG13-303	
203	Major/Elective	Optional Major subject or Elective		
	Major/Elective	Optional Major subject or Elective		
6th Semester January	BUSN13-332	Business Model Execution		BUSN13-331
	Major/Elective	Optional Major subject or Elective		
211	Major/Elective	Optional Major subject or Elective		
	Major/Elective	Optional Major subject or Elective		

MKTG	60CP	MARKETING MAJOR FOR STUDENTS STARTING 193 Semester		
You must complete the following four subjects:				
J/M	MKTG12-301	Consumer and Buyer Behaviour	MKTG11-100	
J/M	MKTG13-302	Promotional Design and Planning	MKTG11-100	
M/S	MKTG13-303	Market Research and Analysis	MKTG11-100	
M/S	MKTG13-320	Strategic Marketing	MKTG11-100 & MKTG13-303	
Plus two subjects from the following options:				
J/S	MKTG13-301	International Marketing	MKTG11-100	
J/M	MKTG13-312	Internet and Social Media Marketing	MKTG11-100	
S	MKTG13-319	Digital and Direct Marketing	MKTG11-100	
Sequence Plan For students Commencing September 2019				
Available	Code	Title	Assumed Knowledge	Requisite
1st Semester	ACCT11-100	Accounting for Decision Making		
September	CORE11-001	Critical Thinking and Communication		
193	ECON11-100	Principles of Economics		
	MKTG11-100	Marketing		
2nd Semester	CORE11-002	Leadership and Team Dynamics	CORE11-001 or BCDP02-101	
January	LAWS10-100	Business Law		
201	MKTG12-301	Consumer and Buyer Behaviour		
	Alternative STAT	Choose either STAT11-111 OR STAT11-112	MKTG11-100	
3rd Semester	CORE11-003	Ethical Thought and Action	CORE11-001 or BCDP02-101 & CORE11-002 or BCDP02-102	
May	FINC12-200	Fundamentals of Finance	ACCT11-100 & ECON11-100 or HRTM12-206 & STAT11-111 or STAT11-112	
202	INFT11-120	Digital Transformation of Business		
	MKTG13-303	Market Research and Analysis	MKTG11-100	
4th Semester	Major/Elective/Exchange	Optional Major subject, Elective or Exchange Semester		
September	Major/Elective/Exchange	Optional Major subject, Elective or Exchange Semester		
203	Major/Elective/Exchange	Optional Major subject, Elective or Exchange Semester		
	Major/Elective/Exchange	Optional Major subject, Elective or Exchange Semester		
5th Semester	BUSN13-331	Business Model Generation		
January	MKTG13-302	Promotional Design and Planning	MKTG11-100	
211	Major/Elective	Optional Major subject or Elective		
	Major/Elective	Optional Major subject or Elective		
6th Semester	BUSN13-332	Business Model Execution		BUSN13-331
May	MKTG13-320	Strategic Marketing	MKTG11-100 & MKTG13-303	
212	Major/Elective	Optional Major subject or Elective		
	Major/Elective	Optional Major subject or Elective		