

| BN-10014 | | Bachelor of Business | | | |
|-----------------|--------------------|--|--|--|--|
| Version | 5 | Marketing Communication Major | | | Jan Intake |
| January | 2020 Semester 1 | ACCT11-100 Accounting for Decision Making | CORE11-001 Critical Thinking and Communication | ECON11-100 Principles of Economics | MKTG11-100 Marketing |
| May | 2020 Semester 2 | CORE11-002 Collaboration, Teams and Leadership | LAWS10-100 Business Law | Alt. MKCM Choose either ADVT11-100 or PUBR11-100 | Alt. STAT Choose either STAT11-111 OR STAT11-112 |
| September | 2020 Semester 3 | CORE11-003 Responsibility, Integrity and Civic Discourse | FINC12-200 Fundamentals of Finance | MGMT13-305 Human Resource Management | COMN11-101 Introduction to Communication |
| | | Subject Catalogue | Major Catalogue | Program Catalogue | |
| January | 2021 Semester 1 | Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester | Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester | Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester | Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester |
| May | 2021 Semester 2 | BUSN13-331 Business Model Generation | MKTG13-302 Promotional Design and Planning | Major/Elective Optional Major subject or Elective | Major/Elective Optional Major subject or Elective |
| September | 2021 Semester 3 | BUSN13-332 Business Model Execution | Major/Elective Optional Major subject or Elective | Major/Elective Optional Major subject or Elective | Major/Elective Optional Major subject or Elective |
| | | Subject Catalogue | Major Catalogue | Program Catalogue | |
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| May | 2020 Semester 1 | ACCT11-100 Accounting for Decision Making | CORE11-001 Critical Thinking and Communication | ECON11-100 Principles of Economics | MKTG11-100 Marketing |
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| January | 2021 Semester 3 | CORE11-003 Responsibility, Integrity and Civic Discourse | FINC12-200 Fundamentals of Finance | MGMT13-305 Human Resource Management | MKTG13-302 Promotional Design and Planning |
| | | Subject Catalogue | Major Catalogue | Program Catalogue | |
| May | 2021 Semester 1 | Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester | Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester | Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester | Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester |
| September | 2021 Semester 2 | BUSN13-331 Business Model Generation | COMN11-101 Introduction to Communication | Major/Elective Optional Major subject or Elective | Major/Elective Optional Major subject or Elective |
| January | 2022 Semester 3 | BUSN13-332 Business Model Execution | Major/Elective Optional Major subject or Elective | Major/Elective Optional Major subject or Elective | Major/Elective Optional Major subject or Elective |
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| September | 2020 Semester 1 | ACCT11-100 Accounting for Decision Making | CORE11-001 Critical Thinking and Communication | ECON11-100 Principles of Economics | MKTG11-100 Marketing |
| January | 2021 Semester 2 | CORE11-002 Collaboration, Teams and Leadership | LAWS10-100 Business Law | Alt. MKCM Choose either ADVT11-100 or PUBR11-100 | Alt. STAT Choose either STAT11-111 OR STAT11-112 |
| May | 2021 Semester 3 | CORE11-003 Responsibility, Integrity and Civic Discourse | FINC12-200 Fundamentals of Finance | COMN11-101 Introduction to Communication | Major/Elective Optional Major subject or Elective |
| | | Subject Catalogue | Major Catalogue | Program Catalogue | |
| September | 2021 Semester 1 | Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester | Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester | Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester | Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester |
| January | 2022 Semester 2 | BUSN13-331 Business Model Generation | MKTG13-302 Promotional Design and Planning | MGMT13-305 Human Resource Management | Major/Elective Optional Major subject or Elective |
| May | 2022 Semester 3 | BUSN13-332 Business Model Execution | Major/Elective Optional Major subject or Elective | Major/Elective Optional Major subject or Elective | Major/Elective Optional Major subject or Elective |
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| PROGRAM INFORMATION | | | | | |
| <p>2nd Majors choose any six subject major from the Bond Business School</p> <p>Minors choose any four subject minor from the Bond Business School and two elective subjects from the university</p> <p>Electives Six (6) general elective subjects</p> | | | | | |
| SUBJECT INFORMATION | | | | | |
| <p>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 Smester</p> | | | | | |
| GENERAL INFORMATION | | | | | |
| <p>You are registered into 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</p> | | | | | |

| BN-10014 | | Bachelor of Business | | | Bachelors Degree | |
|--|----------------------|--|---|-------------|------------------|--|
| Version | 5 | Marketing Communication Major | | | | |
| Total Subjects | 24 | Total Credit Points | 240 | Cricos Code | 063055G | |
| Structure | 12 Required Subjects | 1 x 6 Subject Major | 6 General Electives | | | |
| <p>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.</p> | | | | | | |
| Available | Code | Title | Assumed Knowledge | Requisite | | |
| You must complete the following required subjects: | | | | | | |
| 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 | Collaboration, Teams and Leadership | BCDP02-101 or CORE11-001 | | | |
| J/M/S | CORE11-003 | Responsibility, Integrity and Civic Discourse | BCDP02-101 or CORE11-001 & BCDP02-102 or CORE11-002 | | | |
| J/M/S | ECON11-100 | Principles of Economics | | | | |
| J/M/S | FINC12-200 | Fundamentals of Finance | | | | |
| J/S | MGMT13-305 | Human Resource Management | | | | |
| J/M/S | LAWS10-100 | Business Law | | | | |
| J/M/S | MKTG11-100 | Marketing | | | | |
| J/M/S | Alt. STAT | Choose either STAT11-111 OR STAT11-112 | | | | |
| J/M/S | STAT11-111 | Business Statistics | | | | |
| J/M/S | STAT11-112 | Quantitative Methods | | | | |
| J/M/S | MKCM | Major - Marketing Communication | | | | |
| J/M/S | Required | You must complete the following subjects: | | | | |
| J/M/S | COMN11-101 | Introduction to Communication | | | | |
| J/M | MKTG13-302 | Promotional Design and Planning | MKTG11-100 | | | |
| J/M/S | Alt. MKCM | Choose either ADVT11-100 or PUBR11-100 | | | | |
| J/M | ADVT11-100 | Introduction to Advertising | | | | |
| J/M/S | PUBR11-100 | Introduction to Public Relations | | | | |
| J/M/S | Choose 3 | Plus three subjects from the following options: | | | | |
| M | ADVT12-200 | Advertising, Copywriting and Direct Response | | | | |
| J | ADVT12-241 | Understanding Audiences and Media in Advertising | | | | |
| S | ADVT13-101 | Advertising, Branding and Popular Culture | | | | |
| J/M | MKTG13-312 | Internet and Social Media Marketing | | | | |
| S | PUBR12-235 | Media Strategies | PUBR11-100 | | | |
| J | PUBR12-250 | Corporate Storytelling | PUBR11-100 | | | |
| J | PUBR13-312 | Public Relations Campaigns and Strategies | PUBR11-100 | | | |