

BN-10027		Bachelor of Business (3 Year Program)			
Version	4	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
September	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
		<a href="#">Subject Catalogue</a>	<a href="#">Major Catalogue</a>	<a href="#">Program Catalogue</a>	
January	2021 Semester 1	CORE11-003 Responsibility, Integrity and Civic Discourse	FINC12-200 Fundamentals of Finance	MGMT13-305 Human Resource Management	COMN11-101 Introduction to Communication
September	2021 Semester 2	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
		<a href="#">Subject Catalogue</a>	<a href="#">Major Catalogue</a>	<a href="#">Program Catalogue</a>	
January	2022 Semester 1	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	2022 Semester 2	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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	2020 Semester 1				
	2021 Semester 2				
	2021 Semester 1				
	2022 Semester 2				
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	2022 Semester 1				
	2023 Semester 2				

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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. STAT Choose either STAT11-111 OR STAT11-112
		<a href="#">Subject Catalogue</a>	<a href="#">Major Catalogue</a>	<a href="#">Program Catalogue</a>	
September	2021 Semester 1	CORE11-003 Responsibility, Integrity and Civic Discourse	FINC12-200 Fundamentals of Finance	Major/Elective Optional Major subject or Elective	COMN11-101 Introduction to Communication
January	2022 Semester 2	MGMT13-305 Human Resource Management	Major/Elective Optional Major subject or Elective	Major/Elective Optional Major subject or Elective	Major/Elective Optional Major subject or Elective
		<a href="#">Subject Catalogue</a>	<a href="#">Major Catalogue</a>	<a href="#">Program Catalogue</a>	
September	2022 Semester 1	BUSN13-331 Business Model Generation	Major/Elective Optional Major subject or Elective	Major/Elective Optional Major subject or Elective	Major/Elective Optional Major subject or Elective
January	2023 Semester 2	BUSN13-332 Business Model Execution	MKTG13-302 Promotional Design and Planning	Major/Elective Optional Major subject or Elective	Major/Elective Optional Major subject or Elective
<b>GENERAL INFORMATION</b>					
<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 <a href="mailto:businessmentoring@bond.edu.au">businessmentoring@bond.edu.au</a></p>					
<b>PROGRAM INFORMATION</b>					
<p>Students taking the Marketing Communication major MUST Choose Advertising Principles and Practice (ADVT11-100) before taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235). Students wanting to take either Media Relations (PUBR12-235), Public Relations Writing (PUB12-250) or Public Relations Campaigns and Strategies (PUBR13-312) MUST first complete Public Relations Principles and Practice (PUBR11-100).</p>					
<b>SUBJECT INFORMATION</b>					
<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>					

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Total Subjects	24	Total Credit Points	240	Cricos Code	077409E	
Structure	12 Required Subjects		1 x 6 Subject Major	6 General Electives		
<p><b>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.</b></p>						
Available	Code	Title	Assumed Knowledge	Requisite		
<b>You must complete the following required subjects:</b>						
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	COMN11-101	Introduction to Communication				
J/M	MKTG13-302	Promotional Design and Planning	MKTG11-100			
J/M/S	Choose 1	Plus one subject from the following options:				
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	MKTG11-100			
S	PUBR12-235	Media Strategies	PUBR11-100			
J	PUBR12-250	Corporate Storytelling	PUBR11-100			
J	PUBR13-312	Public Relations Campaigns and Strategies	PUBR11-100			