Program structure and sequence plans



BN-10014		Bachelor of Busin	ess		
Version	5	Marketing Communication	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	<u>Major Catalogue</u>	<u>Program Catalogue</u>	
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	
BN-10014		Bachelor of Busin	ess		
BN-10014 Version	5				May Intake
	5 2020 Semester 1	Bachelor of Busin		ECON11-100 Principles of Economics	May Intake MKTG11-100 Marketing
Version	2020	Bachelor of Busin Marketing Communication ACCT11-100	CORE11-001 Critical Thinking and		MKTG11-100
Version May	2020 Semester 1 2020	Bachelor of Busin Marketing Communication ACCT11-100 Accounting for Decision Making CORE11-002 Collaboration, Teams and	CORE11-001 Critical Thinking and Communication LAWS10-100 Business Law FINC12-200 Fundamentals of Finance	Principles of Economics Alt. MKCM Choose either ADVT11-100 or	MKTG11-100 Marketing Alt. STAT Choose either STAT11-111 OR
Version May September	2020 Semester 1 2020 Semester 2 2021 Semester 3	Bachelor of Busin Marketing Communication ACCT11-100 Accounting for Decision Making CORE11-002 Collaboration, Teams and Leadership CORE11-003 Responsibility, Integrity and Civic Discourse Subject Catalogue	CORE11-001 Critical Thinking and Communication LAWS10-100 Business Law FINC12-200 Fundamentals of Finance	Principles of Economics Alt. MKCM Choose either ADVT11-100 or PUBR11-100 MGMT13-305 Human Resource Management Program Catalogue	MKTG11-100 Marketing Alt. STAT Choose either STAT11-111 OR STAT11-112 MKTG13-302 Promotional Design and Planning
Version May September	2020 Semester 1 2020 Semester 2 2021	Bachelor of Busin Marketing Communication ACCT11-100 Accounting for Decision Making CORE11-002 Collaboration, Teams and Leadership CORE11-003 Responsibility, Integrity and Civic Discourse	CORE11-001 Critical Thinking and Communication LAWS10-100 Business Law FINC12-200 Fundamentals of Finance	Principles of Economics Alt. MKCM Choose either ADVT11-100 or PUBR11-100 MGMT13-305 Human Resource Management	MKTG11-100 Marketing Alt. STAT Choose either STAT11-111 OR STAT11-112 MKTG13-302
Version May September January	2020 Semester 1 2020 Semester 2 2021 Semester 3	Bachelor of Busin Marketing Communication ACCT11-100 Accounting for Decision Making CORE11-002 Collaboration, Teams and Leadership CORE11-003 Responsibility, Integrity and Civic Discourse Subject Catalogue Major/Elective/Exchange Optional Major subject, Elective or	CORE11-001 Critical Thinking and Communication LAWS10-100 Business Law FINC12-200 Fundamentals of Finance Major Catalogue Major/Elective/Exchange Optional Major subject, Elective or	Principles of Economics Alt. MKCM Choose either ADVT11-100 or PUBR11-100 MGMT13-305 Human Resource Management Program Catalogue Major/Elective/Exchange Optional Major subject, Elective or	MKTG11-100 Marketing Alt. STAT Choose either STAT11-111 OR STAT11-112 MKTG13-302 Promotional Design and Planning Major/Elective/Exchange Optional Major subject, Elective or
Version May September January May	2020 Semester 1 2020 Semester 2 2021 Semester 3 2021 Semester 1 2021	Bachelor of Busin Marketing Communication ACCT11-100 Accounting for Decision Making CORE11-002 Collaboration, Teams and Leadership CORE11-003 Responsibility, Integrity and Civic Discourse Subject Catalogue Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester BUSN13-331	CORE11-001 Critical Thinking and Communication LAWS10-100 Business Law FINC12-200 Fundamentals of Finance Major Catalogue Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester COMN11-101	Principles of Economics Alt. MKCM Choose either ADVT11-100 or PUBR11-100 MGMT13-305 Human Resource Management Program Catalogue Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester Major/Elective	MKTG11-100 Marketing Alt. STAT Choose either STAT11-111 OR STAT11-112 MKTG13-302 Promotional Design and Planning Major/Elective/Exchange Optional Major subject, Elective or Exchange Semester Major/Elective

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Program structure and sequence plans



BN-10014 Bachelor of Business						
Version	5	Marketing Communication Major			Sep Intake	
	2020	ACCT11-100	CORE11-001	ECON11-100	MKTG11-100	
September	Semester 1	Accounting for Decision Making	Critical Thinking and Communication	Principles of Economics	Marketing	
	2021	CORE11-002	LAWS10-100	Alt. MKCM	Alt. STAT	
January	Semester 2	Collaboration, Teams and Leadership	Business Law	Choose either ADVT11-100 or PUBR11-100	Choose either STAT11-111 OR STAT11-112	
	2021	CORE11-003	FINC12-200	COMN11-101	Major/Elective	
May	Semester 3	Responsibility, Integrity and Civic Discourse	Fundamentals of Finance	Introduction to Communication	Optional Major subject or Elective	
		Subject Catalogue	Major Catalogue	Program Catalogue		
	2021	Major/Elective/Exchange	Major/Elective/Exchange	Major/Elective/Exchange	Major/Elective/Exchange	
September	Semester 1	Optional Major subject, Elective or Exchange Semester				
	2022	BUSN13-331	MKTG13-302	MGMT13-305	Major/Elective	
January	Semester 2	Business Model Generation	Promotional Design and Planning	Human Resource Management	Optional Major subject or Elective	
	2022	BUSN13-332	Major/Elective	Major/Elective	Major/Elective	
May	Semester 3	Business Model Execution	Optional Major subject or Elective	Optional Major subject or Elective	Optional Major subject or Elective	
		Subject Catalogue	Major Catalogue	Program Catalogue		

PROGRAM INFORMATION

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 Electives Six (6) general elective subjects

SUBJECT INFORMATION

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

GENERAL INFORMATION

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

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Program structure and sequence plans



BN-10014 Bachelor of Business

Version 5 Marketing Communication Major Bachelors Degree

Total Subjects 24 Total Credit Points 240 Cricos Code 063055G

Structure 12 Required Subjects 1 x 6 Subject Major 6 General Electives

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				
ou 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	BU	SN13-331				
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:						
М	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					

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