

Program Structure		Bachelor of Business		MKCM	
Program Code	Total Subjects	Intakes	Duration	Structure	
BN-10014	<b>24</b>	Commencing January 2019 (191 Semester)	6 semesters (2 years)	<b>12 Required Subjects</b>	
Version	4	Commencing May 2019 (192 Semester)	full-time	<b>1 x 6 Subject Major</b>	
Total Credit Points	240	Commencing September 2019 (193 Semester)		<b>6 General Electives</b>	
CRICOS	063055G				
<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>					
Available	Code	Title	Assumed Knowledge	Requisite	
<b>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</b>					
J/M/S	<a href="#">ACCT11-100</a>	Accounting for Decision Making			
J/M/S	<a href="#">BUSN13-331</a>	Business Model Generation			
J/M/S	<a href="#">BUSN13-332</a>	Business Model Execution		BUSN13-331	
J/M/S	<a href="#">CORE11-001</a>	Critical Thinking and Communication			
J/M/S	<a href="#">CORE11-002</a>	Leadership and Team Dynamics	CORE11-001 or BCDP02-101		
J/M/S	<a href="#">CORE11-003</a>	Ethical Thought and Action	CORE11-001 or BCDP02-101 & CORE11-002 or BCDP02-102		
J/M/S	<a href="#">ECON11-100</a>	Principles of Economics			
J/M/S	<a href="#">FINC12-200</a>	Fundamentals of Finance	ACCT11-100 & ECON11-100 or HRTM12-206 & STAT11-111 or STAT11-112		
J/M/S	<a href="#">INFT11-120</a>	Digital Transformation of Business			
J/M/S	<a href="#">LAWS10-100</a>	Business Law			
J/M/S	<a href="#">MKTG11-100</a>	Marketing			
J/M/S	Alternative STAT	Choose either STAT11-111 OR STAT11-112			
J/M/S	<a href="#">STAT11-111</a>	Business Statistics			
J/M/S	<a href="#">STAT11-112</a>	Quantitative Methods			

MKCM	60CP	MARKETING COMMUNICATION MAJOR	
<p><i>The field of marketing communications is in a state of constant change. By studying a Marketing Communications major, students will develop the practical skills, built on a foundation of theory, to meet the needs of this ever-evolving industry. Students will acquire transferable and adaptable knowledge in strategic communication, public relations, advertising and/or digital communication. Via case study analysis, campaign creation and hands-on skill development, students will gain industry knowledge and expertise in a small-class environment. Developing ethical and innovative communication campaigns and tactics for real-world clients enables students to apply their skills helping them gain confidence in, and practice with, their new abilities. The course also focuses on developing creativity, critical thinking and presentation skills. Graduates will gain flexible and dynamic skills set, transferable across many diverse and exciting career paths.</i></p>			
<b>You must complete the following two subjects:</b>			
J/M/S	<a href="#">COMN11-101</a>	Introduction to Communication	BCDP02-009
J/M	<a href="#">MKTG13-302</a>	Promotional Design and Planning	MKTG11-100
<b>Alternate Choice: You must also complete one of the following two subjects:</b>			
J/M/S	<a href="#">ADVT11-100</a>	Advertising Principles and Practice	
J/M/S	<a href="#">PUBR11-100</a>	Public Relations Principles and Practice	BCDP02-011
<b>Plus three subjects from the following options:</b>			
M	<a href="#">ADVT12-200</a>	Direct Response and Writing for Advertising	
J	<a href="#">ADVT12-241</a>	Advertising Communications and Channel Planning	
S	<a href="#">ADVT13-101</a>	Advertising, Brand Image and Cultural Space	
J/M	<a href="#">MKTG13-312</a>	Internet and Social Media Marketing	MKTG11-100
S	<a href="#">PUBR12-235</a>	Media Relations	PUBR11-100
J	<a href="#">PUBR12-250</a>	Public Relations Writing	PUBR11-100
J	<a href="#">PUBR13-312</a>	Public Relations Campaigns and Strategies	PUBR11-100
<p>Students taking the Marketing Communication major <b>MUST</b> Choose <a href="#">Advertising Principles and Practice (ADVT11-100)</a> before taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235).</p> <p>Students wanting to take either Media Relations (PUBR12-235), Public Relations Writing (PUB12-250) or Public Relations Campaigns and Strategies (PUBR13-312) <b>MUST</b> first complete Public Relations Principles and Practice (PUBR11-100).</p>			
<b>The Majors below can only be taken as a second Major</b>			
<a href="#">Bond Business School Majors</a>			
ACSC		<a href="#">MAJOR - ACTUARIAL SCIENCE</a>	COMMERCE
BIGD		<a href="#">MAJOR - BIG DATA</a>	COMMERCE
ECON		<a href="#">MAJOR - ECONOMICS</a>	COMMERCE
FINC		<a href="#">MAJOR - FINANCE</a>	COMMERCE
ENTI		<a href="#">MAJOR - ENTREPRENEURSHIP AND INNOVATION</a>	BUSINESS
IBUS		<a href="#">MAJOR - INTERNATIONAL BUSINESS</a>	BUSINESS
MGMT		<a href="#">MAJOR - MANAGEMENT</a>	BUSINESS
MKTG		<a href="#">MAJOR - MARKETING</a>	BUSINESS
TOUM		<a href="#">MAJOR - TOURISM MANAGEMENT</a>	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](mailto:businessmentoring@bond.edu.au) .

**Sequence Plan For students Commencing January 2019**

Semester	Code	Title	Assumed Knowledge	Requisite
1st Semester January	<a href="#">ACCT11-100</a>	Accounting for Decision Making		
	<a href="#">CORE11-001</a>	Critical Thinking and Communication		
191	<a href="#">ECON11-100</a>	Principles of Economics		
	<a href="#">MKTG11-100</a>	Marketing		
2nd Semester May	<a href="#">CORE11-002</a>	Leadership and Team Dynamics	CORE11-001 or BCDP02-101	
	<a href="#">LAWS10-100</a>	Business Law		
192	Alternative MKCM	Choose either ADVT11-100 or PUBR11-100		
	Alternative STAT	Choose either STAT11-111 OR STAT11-112		
3rd Semester September	<a href="#">CORE11-003</a>	Ethical Thought and Action	CORE11-001 or BCDP02-101 & CORE11-002 or BCDP02-102	
	<a href="#">FINC12-200</a>	Fundamentals of Finance	ACCT11-100 & ECON11-100 or HRTM12-206 & STAT11-111 or STAT11-112	
193	<a href="#">INFT11-120</a>	Digital Transformation of Business		
	<a href="#">COMN11-101</a>	Introduction to Communication	BCDP02-009	
4th Semester January	<a href="#">Major/Elective/Exchange</a>	Optional Major subject, Elective or Exchange Semester		
	<a href="#">Major/Elective/Exchange</a>	Optional Major subject, Elective or Exchange Semester		
201	<a href="#">Major/Elective/Exchange</a>	Optional Major subject, Elective or Exchange Semester		
	<a href="#">Major/Elective/Exchange</a>	Optional Major subject, Elective or Exchange Semester		
5th Semester May	<a href="#">BUSN13-331</a>	Business Model Generation		
	<a href="#">MKTG13-302</a>	Promotional Design and Planning	MKTG11-100	
202	Major/Elective	Optional Major subject or Elective		
	Major/Elective	Optional Major subject or Elective		
6th Semester September	<a href="#">BUSN13-332</a>	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	<a href="#">ACCT11-100</a>	Accounting for Decision Making		
May	<a href="#">CORE11-001</a>	Critical Thinking and Communication		
192	<a href="#">ECON11-100</a>	Principles of Economics		
	<a href="#">MKTG11-100</a>	Marketing		
2nd Semester	<a href="#">CORE11-002</a>	Leadership and Team Dynamics	CORE11-001 or BCDP02-101	
September	<a href="#">LAWS10-100</a>	Business Law		
193	<b>Alternative MKCM</b>	Choose either ADVT11-100 or PUBR11-100		
	<b>Alternative STAT</b>	Choose either STAT11-111 OR STAT11-112		
3rd Semester	<a href="#">CORE11-003</a>	Ethical Thought and Action	CORE11-001 or BCDP02-101 & CORE11-002 or BCDP02-102	
January	<a href="#">FINC12-200</a>	Fundamentals of Finance	ACCT11-100 & ECON11-100 or HRTM12-206 & STAT11-111 or STAT11-112	
201	<a href="#">INFT11-120</a>	Digital Transformation of Business		
	<a href="#">MKTG13-302</a>	Promotional Design and Planning	MKTG11-100	
4th Semester	<a href="#">Major/Elective/Exchange</a>	Optional Major subject, Elective or Exchange Semester		
May	<a href="#">Major/Elective/Exchange</a>	Optional Major subject, Elective or Exchange Semester		
202	<a href="#">Major/Elective/Exchange</a>	Optional Major subject, Elective or Exchange Semester		
	<a href="#">Major/Elective/Exchange</a>	Optional Major subject, Elective or Exchange Semester		
5th Semester	<a href="#">BUSN13-331</a>	Business Model Generation		
September	<a href="#">COMN11-101</a>	Introduction to Communication	BCDP02-009	
203	<a href="#">Major/Elective</a>	Optional Major subject or Elective		
	<a href="#">Major/Elective</a>	Optional Major subject or Elective		
6th Semester	<a href="#">BUSN13-332</a>	Business Model Execution		BUSN13-331
January	<a href="#">Major/Elective</a>	Optional Major subject or Elective		
211	<a href="#">Major/Elective</a>	Optional Major subject or Elective		
	<a href="#">Major/Elective</a>	Optional Major subject or Elective		

**Sequence Plan For students Commencing September 2019**

Available	Code	Title	Assumed Knowledge	Requisite
1st Semester September	<a href="#">ACCT11-100</a>	Accounting for Decision Making		
	<a href="#">CORE11-001</a>	Critical Thinking and Communication		
193	<a href="#">ECON11-100</a>	Principles of Economics		
	<a href="#">MKTG11-100</a>	Marketing		
2nd Semester January	<a href="#">CORE11-002</a>	Leadership and Team Dynamics	CORE11-001 or BCDP02-101	
	<a href="#">LAWS10-100</a>	Business Law		
201	<b>Alternative MKCM</b>	Choose either ADVT11-100 or PUBR11-100		
	<b>Alternative STAT</b>	Choose either STAT11-111 OR STAT11-112		
3rd Semester May	<a href="#">CORE11-003</a>	Ethical Thought and Action	CORE11-001 or BCDP02-101 & CORE11-002 or BCDP02-102	
	<a href="#">FINC12-200</a>	Fundamentals of Finance	ACCT11-100 & ECON11-100 or HRTM12-206 & STAT11-111 or STAT11-112	
202	<a href="#">INFT11-120</a>	Digital Transformation of Business		
	<a href="#">COMN11-101</a>	Introduction to Communication	BCDP02-009	
4th Semester September	<a href="#">Major/Elective/Exchange</a>	Optional Major subject, Elective or Exchange Semester		
	<a href="#">Major/Elective/Exchange</a>	Optional Major subject, Elective or Exchange Semester		
203	<a href="#">Major/Elective/Exchange</a>	Optional Major subject, Elective or Exchange Semester		
	<a href="#">Major/Elective/Exchange</a>	Optional Major subject, Elective or Exchange Semester		
5th Semester January	<a href="#">BUSN13-331</a>	Business Model Generation		
	<a href="#">MKTG13-302</a>	Promotional Design and Planning	MKTG11-100	
211	<a href="#">Major/Elective</a>	Optional Major subject or Elective		
	<a href="#">Major/Elective</a>	Optional Major subject or Elective		
6th Semester May	<a href="#">BUSN13-332</a>	Business Model Execution		BUSN13-331
	<a href="#">Major/Elective</a>	Optional Major subject or Elective		
212	<a href="#">Major/Elective</a>	Optional Major subject or Elective		
	<a href="#">Major/Elective</a>	Optional Major subject or Elective		