

BN-10014 Bachelor of Business					
Version		5		Marketing 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	MKTG12-301 Consumer and Buyer Behaviour	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	MKTG13-303 Market Research and Analysis
		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	MKTG13-320 Strategic Marketing	MKTG13-302 Promotional Design and Planning	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
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September	2020 Semester 2	CORE11-002 Collaboration, Teams and Leadership	LAWS10-100 Business Law	MGMT13-305 Human Resource Management	Alt. STAT Choose either STAT11-111 OR STAT11-112
January	2021 Semester 3	CORE11-003 Responsibility, Integrity and Civic Discourse	FINC12-200 Fundamentals of Finance	MKTG12-301 Consumer and Buyer Behaviour	Major/Elective Optional Major subject or Elective
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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	MKTG13-303 Market Research and Analysis	MKTG13-320 Strategic Marketing	Major/Elective Optional Major subject or Elective
January	2022 Semester 3	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
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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	
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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	MKTG	Major - Marketing				
J/M/S	Required	You must complete the following 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				
J/M/S	Choose 2	Plus two subjects from the following options:				
J/S	MKTG13-301	International Marketing				
J/M	MKTG13-312	Internet and Social Media Marketing				
S	MKTG13-319	Digital and Direct Marketing				