

# BACHELOR OF BUSINESS AND COMMERCE B2026

## STRATEGIC MARKETING MAJOR

Year level 1				
Semester 1	Core (Compulsory) ACW1020 Accounting in business 6 Pts	Core (Compulsory) ECW1101 Introductory microeconomics 6 Pts	Core (Compulsory) ETW1001 Introduction to statistical analysis 6 Pts	Core (Compulsory) MGW1010 Introduction to management 6 Pts
Semester 2	Core (Compulsory) BTW1042 Malaysian business law 6 Pts	Core (Compulsory) MKW1120 Marketing theory and practice 6 Pts	Elective 1 Student choice 6 Pts	Elective 2 Student choice 6 Pts
Year level 2				
Semester 1	Major (Compulsory) MKW2402 Consumer behaviour 6 Pts	Major (Compulsory) MKW2420 Marketing research methods 6 Pts	Elective 3 Student choice 6 Pts	Elective 4 Student choice 6 Pts
Semester 2	Major (Compulsory) MKW2460 Integrated marketing communication 6 Pts	Major (Compulsory) MKW3301 Services Marketing 6 Pts	Major (Compulsory) Any elective from Strategic Marketing major 6 Pts	Elective 5 Student Choice 6 Pts
Year level 3				
Semester 1	<b>EXCHANGE</b> Elective 6 Student Choice 6 Pts	<b>EXCHANGE</b> Elective 7 Student Choice 6 Pts	<b>EXCHANGE</b> Elective 8 Student Choice 6 Pts	<b>EXCHANGE</b> Elective 9 Student Choice 3 <sup>rd</sup> year unit 6 Pts
Semester 2	Major (Compulsory) MKW3000 Strategic branding 6 Pts	Major (Compulsory) MKW3610 Marketing strategy and Implementation 6 Pts	Core - Capstone (Compulsory) 6 Pts	Elective 10 Student Choice 3 <sup>rd</sup> year unit 6 Pts

### RESPONSIBILITY FOR UNIT CHOICE

Students are advised that, while the course advisers will endeavour to give every possible assistance concerning unit selection, the responsibility remains with the student to ensure that units selected meet the course specific regulations and requirements. The Faculty of Business & Economics bears no responsibility for student error in unit selection. For more details on responsibilities, students must refer to the education policy in particular the section addressing responsibilities of staff and students at Monash University.

Students should refer to the University Handbook for further information on course and unit details

<http://monash.edu.au/pubs/handbooks/courses/B2026.html>

It is strongly recommended that students retain a copy of the relevant course and unit handbook(s) and consult it when seeking information about the education policy and course and unit-related matters. Every effort has been made to ensure that the information provided is correct at the time of publication. Monash University reserves the right to alter this information should the need arise.

## BACHELOR OF BUSINESS AND COMMERCE RULES

1. To complete the degree, students need to complete 24 units (144 points). Students must not exceed 24 units.
2. Students may complete a maximum of ten (10) first-year level units (60 points).
3. Students must complete a minimum of six (6) third- year level units (36 points) of which at least four (24 points) are Bachelor of Business and Commerce listed units.
4. A major requires eight units with no more than two units (12 points) at level 1 credited to the major and at least three units (18 points) at level 3 credited to the major.
5. At least four non – compulsory units must be outside the main field of study, if completing one business major only.
6. No more than eight electives can be chosen from another faculty.
7. In addition to specific unit prerequisites, third-year level units require the successful completion of two second-year level units and second-year level units require the successful completion of three first-year level units.
8. Course must be completed within 8 years of commencing course.