

# 2024 - 2033 HE Course Offerings

Career: UNDERGRADUATE

Program: BACHELOR OF BUSINESS (MARKETING) (Applied)

Program Code: BP141

Course Name	Credit Points	Subject Area	Catalogue Number	Semester 1 2024	Semester 2 2024	Semester 1 2025	Semester 2 2025	Semester 1 2026	Semester 2 2026	Semester 1 2027	Semester 2 2027	Semester 1 2028	Semester 2 2028	Semester 1 2029	Semester 2 2029	Semester 1 2030	Semester 2 2030	Semester 1 2031	Semester 2 2031	Semester 1 2032	Semester 2 2032	Semester 1 2033
Accounting in Organisations & Society	12	ACCT	1046	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Introduction to Management	12	BUSM	4176	Last offering																		
Macroeconomics 1	12	ECON	1010	Last offering																		
Prices and Markets	12	ECON	1020	Last offering																		
Business Statistics 1	12	ECON	1030	Last offering																		
Business Information Systems	12	ISYS	2056	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Commercial Law (title change: Business Law)	12	LAW	2442	x	x	x		x		x		x		x		x		x		x		x
Marketing Principles	12	MKTG	1025	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Buyer Behaviour	12	MKTG	1050	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Marketing Communication	12	MKTG	1041	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Market Research	12	MKTG	1045	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Service Quality (title change: Services Marketing)	12	MKTG	1053	x		x		x		x		x		x		x		x		x		x
Digital Marketing	12	MKTG	1415	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Adv. Mkt. Concepts & App (title change: Applied Marketing Management)	12	MKTG	1069		x		x		x		x		x		x		x		x		x	
Applied Brand Management	12	MKTG	1080	x	x		x		x		x		x		x		x		x		x	
Marketing & Society (replacing Business Ethics)	12	MKTG	1423	x		x		x		x		x		x		x		x		x		x
MKTG Work Exp Industry 1	12	MKTG	1244	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
MKTG Work Integ Learning 1	12	MKTG	1242	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
MKTG Work Exp Industry 2	12	MKTG	1245	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
MKTG Work Integ Learning 2	12	MKTG	1243	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Product Innovation Management	12	MKTG	1092	x		x		x		x		x		x		x		x		x		x
Mktg Business Design Project 1	12	BUSM	4377	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Strategic Marketing	12	MKTG	1071	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Interdisciplinary Business Project (In place of BUSM4378 Mktg Business Design Project 2 . *Sem 2 2023 onwards)	12	OMGT	2378	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Please Note:

- Course schedules are subject to change. Any changes will be communicated to you in a timely manner. Please make a note of the final offering of each course to ensure you progress through the program.
- Last Offering - The final semester this course will be offered in the program
- \*Capstone Course to be completed in final semester
- For second major and minor offerings, please refer to the Enrolment Program Structure
- You can locate elective course options via the University Elective page: <https://www.rmit.edu.au/students/student-essentials/program-and-course-information/university-electives>
- \*From Semester 2 2023 onwards, BUSM4378 Marketing Business Design Project 2 will be replaced by OMGT2378 Interdisciplinary Business Project.

Course offered  
Course not offered

