RMIT UNIVERSITY

2023 - 2030 HE Course Offerings

Career: UNDERGRADUATE

Program: BACHELOR OF BUSINESS (MARKETING)

Program Code: BP252

Course Name	Credit Points	Subject Area	Catalogue Number	Semester 2 2023	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
Accounting in Organisations & Society	12	ACCT	1046	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Introduction to Management	12	BUSM	4176	x	Last offering													
Macroeconomics 1	12	ECON	1010	x	Last offering													
Prices and Markets	12	ECON	1020	x	Last offering													
Business Statistics 1	12	ECON	1030	x	Last offering													
Business Information Systems	12	ISYS	2056	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Business Law	12	LAW	2442	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
Marketing Communication	12	MKTG	1041	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
Buyer Behaviour	12	MKTG	1050	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Services Marketing	12	MKTG	1053	x	x		x		x		x		x		x		x	
Applied Brand Management	12	MKTG	1080	x	x	x		x		x		x		x		x		x
Product Innovation and Management	12	MKTG	1092	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
Strategic Marketing*	12	MKTG	1071	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Please Note:
1. 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.
2. Last Offering - The final semester this course will be offered in the program
3 *Capstone Course to be completed in final semester
4. For second major and minor offerings, please refer to the Enrolment Program Structure
5. 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

Course offered — x (green)
Course not offered — (red)