

Bachelor of Business (Marketing) OP700152

It is a good idea to plan your study programme before you start. We strongly recommend that you study 72140 Business Communication as your first course. You can check course availability and prerequisites on the programme page on our website. To help you work out which courses you need to complete for your degree use the study plan below. If you need help or have any questions, contact us.

Compulsory Courses

72140 Business Communication

71110 Introduction to Commercial Law

71120 The Economic Environment

71130 Organisations and Management

71155 Business Computing

72160 Statistical Analysis

71203 Business Ethics

71245 Organisational Behaviour

71231 Marketing

71232 Operations Management

71242 Buyer Behaviour and Communication Strategies

71331 Marketing Management

71343 Marketing Research

71344 Digital Marketing

71345 Special Topics in Marketing

Accounting Option

Select ONE courses

Elective Section 1

Select no more than ONE course

Elective Section 2

Select at least ONE courses