

Bachelor of Marketing Management (187JA.1)

Please note these are the 2017 details for this course

Domestic students

Selection rank 70

Note:

The selection rank is the minimum ATAR plus adjustment factors required for admission to the program in the previous year. This is an indicative guide only as ranks change each year depending on demand.

English language requirements

An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

Duration 3.0 years

UAC code

Faculty Faculty of Business, Government & Law

Discipline Canberra Business School

Location

International students

Academic entry requirements

To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our academic entry requirements page.

[View UC's academic entry requirements](#)

English language requirements

An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

CRICOS code 073951D

Faculty Faculty of Business, Government & Law

Discipline	Canberra Business School
Location	
Duration	3.0 years

About this course

Make your mark in the modern world of marketing

This highly innovative and flexible degree offers a dynamic approach to the management of marketing. You will gain a strong foundation in planning, market research and consumer behavior, combined with practical training. You are also encouraged to select an open major from any field within the university allowing you to customise your degree to your special interests.

Study a Bachelor of Marketing Management at UC and you will:

- understand the role of marketing management in private, public and not-for-profit enterprises
- gain a broad understanding of marketing research methods, problem analysis and statistics, internet marketing and consumer behaviour
- develop marketing plans and gather relevant information from stakeholders
- identify economic, socio, cultural and legal contexts that impact on marketing decision making
- apply concepts, principles and theories to marketing management tasks
- analyse problems and provide appropriate solutions as part of marketing research
- demonstrate creativity and leadership while learning to work as part of a team
- develop in-depth knowledge and skills in one or more of the following fields; accounting, banking & financial services, business administration, economics, entrepreneurship, financial planning, human resource management, information systems, international business, marketing management, public sector management, or tourism management.

Work integrated learning

During your third year of study you will be offered the opportunity to participate in our internship program and gain valuable industry experience and a chance to establish professional connections.

Career opportunities

- Account manager
- Marketing manager
- Market researcher
- Brand manager
- Marketing consultant
- Product manager

Course specific information

If you don't meet the entry requirements for this course you can apply for a Bachelor of Commerce with a major in marketing management. This gives you the option of transferring at the end of your first year if you achieve a strong grade point average.

Professional accreditation

None.

Admission requirements

Normal UC requirements for admission to an undergraduate course.

Assumed knowledge

None.

Periods course is open for new admissions

This course is not open for new admissions.

Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules](#) and [university policy](#). Credit is not permitted towards completion of a graduate certificate.

Course requirements

Bachelor of Marketing Management (187JA) | 72 credit points

Required - 54 credit points as follows

[Expand All](#) | [Collapse All](#)

Required Units - Must pass 6 credit points as follows

[Introduction to Business Law \(4977\)](#) | 3 credit points – Level 1

[Information Systems in Organisations \(6348\)](#) | 3 credit points – Level 1

Major in Marketing Management (Restricted) (MJ0088) | 24 credit points

Required - Must pass 21 credit points as follows

[Services Marketing \(6366\)](#) | 3 credit points – Level 2

[Marketing Management and Planning \(6371\)](#) | 3 credit points – Level 2

[Marketing Research Methods \(6372\)](#) | 3 credit points – Level 2

[Internet Marketing \(6379\)](#) | 3 credit points – Level 2

[International Marketing \(6380\)](#) | 3 credit points – Level 2

[Consumer Behaviour \(6390\)](#) | 3 credit points – Level 2

[Marketing Research Project \(6413\)](#) | 3 credit points – Level 3

Restricted Choice - Must pass 3 credit points from the following

[Entrepreneurship \(6349\)](#) | 3 credit points – Level 2

[Creativity \(6350\)](#) | 3 credit points – Level 2

[Project Evaluation and Management \(6353\)](#) | 3 credit points – Level 3

[Strategic Management \(7371\)](#) | 3 credit points – Level 3

[Business and Government Internship \(8036\)](#) | 3 credit points – Level 3

Minor in Business and Government Foundation (MN0144) | 12 credit points

Restricted Choice - 9 credit points as follows

Part B - Must pass 3 credit points from the following

[Government-Business Relations \(6606\)](#) | 3 credit points – Level 1

[Introduction to Politics and Government \(8296\)](#) | 3 credit points – Level 1

Note:

- From 2018 students should take unit 8296 Introduction to Politics & Government instead of unit 6606. Students who are

already required to take 8296 in their course may select an Open Elective instead.

Part C - Must pass 3 credit points from the following

- Sociology of Technology and Work (7087) | 3 credit points – Level 2
- Governance for Environmental Sustainability (7778) | 3 credit points – Level 2
- Business and Government Internship (8036) | 3 credit points – Level 3
- Civil Society: Politics and Policy (8716) | 3 credit points – Level 3
- Public Policy in Theory and Practice (8785) | 3 credit points – Level 3
- The Social Entrepreneurial Project (8917) | 3 credit points – Level 3
- Climate Change and Sustainable Business Futures (9469) | 3 credit points – Level 2

Part A - Must pass 3 credit points from the following

- Business Statistics (5123) | 3 credit points – Level 1
- Problem Evaluation and Resolution (8730) | 3 credit points – Level 2
- Business Research Methods (9522) | 3 credit points – Level 1

Note:

- 1. Unit 8730 Problem Evaluation and Resolution was replaced by unit 5123 Business Statistics or 9522 Business Research Methods from 2016.
- 2. Students enrolled in the Bachelor of Commerce at Bruce campus not undertaking an Accounting, Banking & Finance or Financial Planning major can substitute 5123 with 9522 Business Research Methods

Required - Must pass 3 credit points as follows

- Problem Analysis and Statistics (8732) | 3 credit points – Level 1

Minor in Business Foundation (MN0145) | 12 credit points

Restricted Choice - 12 credit points as follows

Part A - Must pass 3 credit points from the following

- Introduction to Management (4207) | 3 credit points – Level 1
- Principles of Management (9525) | 3 credit points – Level 2

Part B - Must pass 3 credit points from the following

- Accounting for Managers (5617) | 3 credit points – Level 1
- Foundations of Financial Accounting (9516) | 3 credit points – Level 1
- Business Decision Making (11009) | 3 credit points – Level 1

Note:

- From Semester 1 2018 unit 5617 Accounting for Managers is no longer offered. Students complete unit 11009 Business Decision Making instead.

Part C - Must pass 3 credit points from the following

- Introduction to Economics (6355) | 3 credit points – Level 1
- Foundations of Microeconomics (9518) | 3 credit points – Level 1

Part D - Must pass 3 credit points from the following

- Introduction to Marketing (6357) | 3 credit points – Level 1
- Foundations of Marketing (9521) | 3 credit points – Level 1

Note:

- From Semester 1 2018 students not completing the major in Marketing, Marketing Management or Business Administration, may choose to complete an Open Elective unit in lieu of 6357 Intro to Marketing.

Note:

- Commerce students seeking accreditation by professional Accounting bodies or the Financial Planning Assoc must pass Intro to Economics & (Accounting for Managers or Business Decision Making).

Open Electives - 18 credit points as follows

- Unit Levels: In selecting electives students should note that no more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 18 credit points from anywhere in the University, as a major, a minor and/or as individual units.
- Students may choose to complete elective units under the International Study Abroad Program (www.canberra.edu.au/study-abroad/travel-os)

In addition to course requirements, in order to successfully complete your course you may need to meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

Typical study pattern

UC - Canberra, Bruce

Accelerated (2 Years), Semester 1 Commencing (2016)

Year 1

Semester 1	Semester 2	Summer Term	Winter Term
Accounting for Managers (5617)	Business Research Methods (9522)	Two	Two
Foundations of Professional Planning (9799)	Introduction to Business Law (4977)	Open	Open
Government-Business Relations (6606)	Introduction to Economics (6355)	Elective	Elective
Introduction to Marketing (6357)	Introduction to Management (4207)	Units	Units

Year 2

Semester 1	Semester 2	Summer Term	Winter Term
Consumer Behaviour (6390)	Internet Marketing (6379)	Open	Open
Information Systems in Organisations (6348)	Marketing Management and Planning (6371)	Elective	Elective
International Marketing (6380)	Marketing Research Methods (6372)	Unit	Unit
Strategic Management (7371)	Services Marketing (6366)	Marketing Research Project (6413)	Minor in Business & Government Foundation (MGT) Restricted

Accelerated (2.5 Years), Semester 1 Commencing (2016)

Year 1

Semester 1

Accounting for Managers (5617)
 Foundations of Professional Planning (9799)
 Government-Business Relations (6606)
 Introduction to Marketing (6357)

Semester 2

Business Research Methods (9522)
 Introduction to Business Law (4977)
 Introduction to Economics (6355)
 Introduction to Management (4207)

Winter
Term

Two
Open
Elective
Units

Year 2

Semester 1

Consumer Behaviour (6390)
 Information Systems in Organisations (6348)
 International Marketing (6380)
 Strategic Management (7371)

Semester 2

Internet Marketing (6379)
 Marketing Management and Planning (6371)
 Marketing Research Methods (6372)
 Services Marketing (6366)

Winter
Term

Two
Open
Elective
Units

Year 3

Semester 1

Minor in Business & Government Foundation (MGT) Restricted Choice Unit

Two Open Elective Units

Marketing Research Project (6413)

Accelerated Full Time, Semester 1 Commencing (2015)

Year 1

Semester 1

Accounting for Managers (5617)
 Government-Business Relations (6606)
 Introduction to Economics (6355)
 Problem Analysis and Statistics (8732)

Semester 2

Introduction to Business Law (4977)
 Introduction to Management (4207)
 Introduction to Marketing (6357)
 Problem Evaluation and Resolution (8730)

Winter Term

Information
Systems in
Organisations
(6348)

Open
Elective Unit

Year 2

Semester 1

Consumer Behaviour (6390)

Semester 2

Internet Marketing (6379)

Winter
Term

MJ0088 Restricted Choice Unit	Marketing Management and Planning (6371)	Two
Open Elective Unit	Marketing Research Methods (6372)	Open
International Marketing (6380)	Services Marketing (6366)	Elective
		Units

Year 3

Semester 1

MN0144 Restricted Choice Unit

Two Open Elective Units

MN0144 Restricted Choice Part B Unit

Marketing Research Project (6413)

Full Time with Study Abroad Option, Semester 1 Commencing (2015)

Year 1

Semester 1

Government-Business Relations (6606)

Information Systems in Organisations (6348)

Introduction to Economics (6355)

Introduction to Marketing (6357)

Semester 2

Accounting for Managers (5617)

Introduction to Management (4207)

Marketing Research Methods (6372)

Problem Analysis and Statistics (8732)

Year 2

Semester 1

MJ0088 Restricted Choice Unit

Consumer Behaviour (6390)

International Marketing (6380)

Marketing Research Project (6413)

Semester 2

Introduction to Business Law (4977)

Marketing Management and Planning (6371)

Problem Evaluation and Resolution (8730)

Services Marketing (6366)

Year 3

Semester 1

International Exchange (12cp) (6845)

Semester 2

MN0144 Restricted Choice Unit

MN0144 Restricted Choice Part B Unit

Internet Marketing (6379)

Two Open Elective Units

Full Time with Study Abroad Option, Semester 1 Commencing (2016)

Year 1

Semester 1

Foundations of Professional Planning (9799)
 Government-Business Relations (6606)
 Introduction to Economics (6355)
 Introduction to Marketing (6357)

Year 2**Semester 1**

Consumer Behaviour (6390)
 International Marketing (6380)
 Marketing Research Project (6413)
 Strategic Management (7371)

Year 3**Semester 1**

International Exchange (12cp) (6845)

Semester 2

Accounting for Managers (5617)
 Business Research Methods (9522)
 Introduction to Management (4207)
 Marketing Research Methods (6372)

Semester 2

Information Systems in Organisations (6348)
 Introduction to Business Law (4977)
 Marketing Management and Planning (6371)
 Services Marketing (6366)

Semester 2

Minor in Business & Government Foundation (MGT)
 Restricted Choice Unit
 Internet Marketing (6379)
 Two Open Elective Units

Standard Full Time, Semester 1 Commencing (2015)

Year 1**Semester 1**

Government-Business Relations (6606)
 Information Systems in Organisations (6348)
 Introduction to Business Law (4977)
 Introduction to Economics (6355)

Year 2**Semester 1**

Consumer Behaviour (6390)
 Problem Evaluation and Resolution (8730)
 Open Elective Unit
 International Marketing (6380)

Year 3**Semester 2**

Accounting for Managers (5617)
 Introduction to Management (4207)
 Introduction to Marketing (6357)
 Problem Analysis and Statistics (8732)

Semester 2

Services Marketing (6366)
 Open Elective Unit
 Marketing Management and Planning (6371)
 Marketing Research Methods (6372)

Semester 1

MJ0088 Restricted Choice Unit

[Marketing Research Project \(6413\)](#)

Must pass 18 credit points from anywhere in the University, as a major, a minor and/or as individual units.

Semester 2

Must pass 18 credit points from anywhere in the University, as a major, a minor and/or as individual units.

MN0144 Restricted Choice Part B Unit

MN0144 Restricted Choice Unit

[Internet Marketing \(6379\)](#)

Standard Full Time, Semester 1 Commencing (2016)

Year 1**Semester 1**

[Foundations of Professional Planning \(9799\)](#)

[Government-Business Relations \(6606\)](#)

[Introduction to Business Law \(4977\)](#)

[Introduction to Marketing \(6357\)](#)

Semester 2

[Accounting for Managers \(5617\)](#)

[Business Research Methods \(9522\)](#)

[Introduction to Economics \(6355\)](#)

[Introduction to Management \(4207\)](#)

Year 2**Semester 1**

[Consumer Behaviour \(6390\)](#)

[Information Systems in Organisations \(6348\)](#)

[International Marketing \(6380\)](#)

Open Elective Unit

Semester 2

[Services Marketing \(6366\)](#)

Open Elective Unit

[Marketing Management and Planning \(6371\)](#)

[Marketing Research Methods \(6372\)](#)

Year 3**Semester 1**

[Strategic Management \(7371\)](#)

Two Open Elective Units

[Marketing Research Project \(6413\)](#)

Semester 2

[Internet Marketing \(6379\)](#)

Minor in Business & Government Foundation (MGT)
Restricted Choice Unit

Two Open Elective Units

Standard Full Time, Semester 2 Commencing (2015)

Year 1**Semester 2**

[Government-Business Relations \(6606\)](#)

[Information Systems in Organisations \(6348\)](#)

[Introduction to Management \(4207\)](#)

[Introduction to Marketing \(6357\)](#)

Year 2

Semester 1

Accounting for Managers (5617)
Introduction to Business Law (4977)
Introduction to Economics (6355)
Problem Analysis and Statistics (8732)

Semester 2

Marketing Management and Planning (6371)
Marketing Research Methods (6372)
Problem Evaluation and Resolution (8730)
Services Marketing (6366)

Year 3

Semester 1

International Marketing (6380)
Two Open Elective Units
Consumer Behaviour (6390)

Semester 2

Two Open Elective Units
MN0144 Restricted Choice Unit
MN0144 Restricted Choice Part B Unit
Internet Marketing (6379)

Year 4

Semester 1

Two Open Elective Units
Marketing Research Project (6413)
MJ0088 Restricted Choice Unit

Standard Full Time, Semester 2 Commencing (2016)

Year 1

Semester 2

Foundations of Professional Planning (9799)
Government-Business Relations (6606)
Introduction to Management (4207)
Introduction to Marketing (6357)

Year 2

Semester 1

Accounting for Managers (5617)
Business Research Methods (9522)
Introduction to Business Law (4977)
Introduction to Economics (6355)

Semester 2

Information Systems in Organisations (6348)
Marketing Management and Planning (6371)
Marketing Research Methods (6372)
Services Marketing (6366)

Year 3

Semester 1

[Consumer Behaviour \(6390\)](#)

[International Marketing \(6380\)](#)

Two Open Elective Units

Semester 2

[Internet Marketing \(6379\)](#)

Two Open Elective Units

Minor in Business & Government Foundation (MGT)

Restricted Choice Unit

Year 4

Semester 1

[Marketing Research Project \(6413\)](#)

[Strategic Management \(7371\)](#)

Two Open Elective Units

UC - TAFE Queensland, South Bank

Articulating from Dip Marketing (BSB51207)

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

[Accounting for Managers \(5617\)](#)

[Foundations of Professional Planning \(9799\)](#)

[Government-Business Relations \(6606\)](#)

[Introduction to Economics \(6355\)](#)

Semester 2

[Business Research Methods \(9522\)](#)

[Introduction to Business Law \(4977\)](#)

[Introduction to Management \(4207\)](#)

[Marketing Research Methods \(6372\)](#)

Year 2

Semester 1

[Consumer Behaviour \(6390\)](#)

Minor in Business & Government Foundation (MGT)

Restricted Choice Unit

[International Marketing \(6380\)](#)

[Marketing Research Project \(6413\)](#)

Semester 2

[Internet Marketing \(6379\)](#)

[Marketing Management and Planning \(6371\)](#)

[Services Marketing \(6366\)](#)

[Strategic Management \(7371\)](#)

Course information

Course duration

Standard six semesters full-time or equivalent. Maximum twenty semesters.

Learning outcomes

Learning outcomes

Related
graduate

Purpose - Graduates of the Bachelor of Marketing Management will have acquired in-depth disciplinary knowledge and a cohesive set of cognitive, technical and generic skills in one or more of the following areas: Accounting, Banking & Financial Services, Business Administration, Economics, Entrepreneurship, Financial Planning, Human Resource Management, Information Systems, International Business, Marketing Management, Public Sector Management, or Tourism Management.

The program is designed to produce graduates with professional attributes appropriate to their intended careers. This degree also prepares students for postgraduate studies.

Skills - Graduates will develop:

- the cognitive skills required to critically analyze, evaluate and synthesize concepts and theories acquired in one or more of the following discipline areas: Accounting, Banking & Financial Services, Business Administration, Economics, Financial Planning, Human Resource Management, Information Systems, International Business, Marketing Management, Public Sector Management, or Tourism Management. This will enable students to analyse market environments in order to determine strategic options and implement effective marketing plans.
- the technical and generic skills required to apply discipline-specific technologies in one or more of those discipline areas, including the ability to analyse data.
- the independent learning skills needed to stay up-to-date with advances in theoretical frameworks and professional practices after graduation,
- the personal skills required to provide professional advice in the discipline or disciplines they choose to study. Graduates will be able to exercise critical thinking and applied analytical skills in identifying which information is relevant to specific decisions being made. They will also be able to identify whether they have all relevant information when advising clients or management, and have the ability to succinctly request or obtain missing information.
- the communication skills needed to present a clear, coherent and independent exposition of knowledge and ideas to a variety of stakeholders in written, oral or electronic media.

Application of knowledge and skills - Graduates of the Bachelor of Marketing Management will be able to apply the knowledge and skills acquired to a diverse range of problems that early career professionals would be expected to deal with such as the preparation of a marketing plan. As students progress through the course, they will develop the capacity to exercise their own initiative and professional judgement in an ethically responsible manner to analyse problems that are less clearly defined, more complex, and require application of concepts in a variety of disciplinary and sub-disciplinary contexts. Graduates will engage in applied research, teamwork, and negotiation skills as well as the use of electronic media in a variety of setting. The use of team work will develop further these skills and develop communication skills.

In particular student will be able:

- to work independently as well as part of a team
- to use information technology effectively
- identify economic, socio, cultural and legal contexts that impact on marketing decision making
- apply concepts, principles and theories to marketing management tasks

- analyse problems and provide appropriate solutions as part of marketing research
- demonstrate skills in analysing data and information
- display a professional attitude based on social responsibility and ethics principles
- demonstrate creativity and leadership
- understand the role of marketing management in private, public and not for profit enterprises
- show social responsibility and consider sustainability in decision making.

Majors

- [Minor in Business and Government Foundation \(MN0144\)](#)
- [Major in Marketing Management \(Restricted\) \(MJ0088\)](#)
- [Minor in Business Foundation \(MN0145\)](#)

Awards

Award	Official abbreviation
Bachelor of Marketing Management	B MktgMgt

Honours

High performing students may be eligible to enrol in the Bachelor of Philosophy (Honours) course.

Alternative exits

235JA Bachelor of Marketing Management/Bachelor of Communication in Advertising

Enquiries

Student category	Contact details
Prospective Domestic Students	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students	Email international@canberra.edu.au or Phone +61 2 6201 5342
Current and Commencing Students	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email bglstudent@canberra.edu.au

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 CRICOS 00212K

UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First

Nations Peoples on whose lands we gather.