

Bachelor of Applied Business (Marketing) (Online)

(333JA.1)

Please note these are the 2019 details for this course

Domestic students

Selection rank	60 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.
Delivery mode	Online
Location	Online Ducere Course
Duration	3.0 years
Faculty	Faculty of Business, Government & Law
Discipline	Canberra Business School
UAC code	361206
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

International students

Academic entry requirements	<p>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.</p> <p>View UC's academic entry requirements</p>
Delivery mode	Online
Location	Online Ducere Course
Duration	3.0 years
Faculty	Faculty of Business, Government & Law
Discipline	Canberra Business School
CRICOS code	
English language requirements	<p>An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).</p> <p>View IELTS equivalences</p>

About this course

Excel in a modern business environment

This highly contemporary and flexible degree will provide you with the understanding, skill set and experience to excel as a professional marketer in the modern business environment. You will gain a strong knowledge of marketing fundamentals, while exploring the variances and changes required for an outstanding marketing performance in what is often called the digital economy.

Study a Bachelor of Applied Business (Marketing) at UC and you will:

- have a broad and coherent knowledge of marketing fundamentals and how they have evolved in the modern digital landscape
- develop skills required to self-start and self-manage work-related projects within digital environments
- gain strong self-directed learning skills through online delivery
- identify, analyse and solve marketing challenges within both new and established organisations
- develop the capability to design and manage marketing strategies that are culturally sensitive and globally adaptable.

Work Integrated Learning

Throughout the duration of this course, you will work your way through a unique learning experience that includes tailored learning activities, and unique and exclusive video content from a range of global leaders to assist you in the development of detailed and strategic business plans.

Career opportunities

- Entrepreneur
- Social Entrepreneur
- Venture Capital Analyst
- Marketing Manager
- Executive Manager

Course specific information

All content is available online and the unit can be commenced within the teaching periods displayed under the 'Admissions' tab.

Admission requirements

Admission to this course is based on an entrance rank. A rank can be achieved by the following means:

- Year 12 ATAR
- other Australian Qualification
- work experience
- overseas qualification

We also offer a number of entry initiatives that give you the opportunity to gain entry to the University via alternate pathway programs and admissions schemes.

More information is available on our Alternative Entry page: <http://www.canberra.edu.au/future-students/applications/apply-now/alternative-entry>

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](#).

Course requirements

Bachelor of Applied Business (Marketing) (Online) (333JA) | 72 credit points

Required - 45 credit points as follows

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

Minor in Applied Entrepreneurship Fundamentals (MN0199) | 12 credit points

Required - Must pass 12 credit points as follows

Fundamentals of Entrepreneurship (9924) | 3 credit points — Level 1

Fundamentals of Management (9926) | 3 credit points — Level 1

Fundamentals of Project Management (9927) | 3 credit points — Level 1

Fundamentals of Marketing (9958) | 3 credit points — Level 1

Major in Applied Marketing (Restricted) (MJ0268) | 24 credit points

Required - Must pass 24 credit points as follows

Competitive Market Positioning (9929) | 3 credit points — Level 1

Advanced Digital Marketing (9932) | 3 credit points — Level 2

Digital Business and Disruption (9933) | 3 credit points — Level 2

Market Research (9948) | 3 credit points — Level 2

Product Management (9949) | 3 credit points — Level 1

Marketing of Services (9950) | 3 credit points — Level 3

Marketing Strategy and Planning (9951) | 3 credit points — Level 3

Integrated Marketing Communications (9957) | 3 credit points — Level 2

Required Units - Must pass 9 credit points as follows

Managing Money and Finances (9934) | 3 credit points — Level 2

Applied Leadership (9937) | 3 credit points — Level 3

Business Model Analysis (9959) | 3 credit points — Level 1

- From 2017 unit 10279 Business Model Development replaces 9959 Business Model Analysis.

Restricted Choice - Must pass 27 credit points from the following

Introduction to Innovation (9928) | 3 credit points — Level 1

Corporate Structuring and Business Law (9931) | 3 credit points — Level 2

The Global Economy (9936) | 3 credit points — Level 3

Big Data (9938) | 3 credit points — Level 3

Social Activism (9943) | 3 credit points — Level 2

Corporate Responsibility (9944) | 3 credit points — Level 2

Not For Profit Leadership (9946) | 3 credit points — Level 3

Stakeholder Management (9947) | 3 credit points — Level 3

Managing Employee Relations (9952) | 3 credit points — Level 2

Management Strategy (9953) | 3 credit points — Level 3

Managerial Communication (9954) | 3 credit points — Level 1

Organisational Change (9956) | 3 credit points — Level 3

Venture Capital Raising (9961) | 3 credit points — Level 3

Social Enterprise (9963) | 3 credit points — Level 1

Managing Diverse Workplaces (9964) | 3 credit points — Level 3

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

Note:

- Or other units as approved by the Course Convener.

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

Typical study pattern

UC - Ducere, Online

This course is delivered online. The recommended study sequence is to complete units in the following order

First 24 Credit Pts

1.

[Fundamentals of Entrepreneurship \(9924\)](#)

2.

[Fundamentals of Marketing \(9958\)](#)

3.

[Fundamentals of Management \(9926\)](#)

4.

Fundamentals of Project Management (9927)

5.

Product Management (9949)

6.

Business Model Analysis (9959)

7.

Digital Business and Disruption (9933)

Second 24 Credit Pts

1.

Managing Money and Finances (9934)

2.

Market Research (9948)

3.

Advanced Digital Marketing (9932)

4.

Integrated Marketing Communications (9957)

8.

Applied Leadership (9937)

Third 24 Credit Pts

1.

Marketing of Services (9950)

5.

Marketing Strategy and Planning (9951)

6.

Competitive Market Positioning (9929)

Course information

Course duration

3 years full time or equivalent

Learning outcomes

Learning outcomes	Related graduate attributes
5. Graduates will develop the skills to identify, analyse and solve marketing challenges within both new and established organisations, considering the challenges brought about through a highly digitised and globalised economy, fusing both traditional and modern approaches towards achieving best possible outcomes.	- UC graduates are professional
6. Graduates will develop a broad and coherent knowledge of the 'triple bottom line' of business, considering the impacts business decisions have on not only financial outcomes, but also social and environmental outcomes.	- UC graduates are global citizens
4. Graduates will develop the capability to design and manage marketing strategies that are culturally sensitive and globally adaptable, to consider the challenges that come with a heavily globalised business environment.	- UC graduates are global citizens
2. Graduates will develop the skills required to self-start and self-manage work-related projects, including within digital environments. Students will gain strong self-directed learning skills through the online delivery, positioning them for lifelong learning.	- UC graduates are lifelong learners
3. This course will develop the students' skills to identify, analyse and solve business challenges within both new and established organisations, fusing both traditional and modern approaches towards achieving best possible outcomes.	- UC graduates are professional
1. Graduates will have a broad and coherent knowledge marketing fundamentals and how they have evolved in the modern digital landscape.	- UC graduates are professional

Majors

- [Major in Applied Marketing \(Restricted\) \(MJ0268\)](#)
- [Minor in Applied Entrepreneurship Fundamentals \(MN0199\)](#)

Awards

Award	Official abbreviation
Bachelor of Applied Business (Marketing)	B AppBus (Mktg)

Honours

None.

Alternative exits

Diploma of Applied Business (after successful completion of 24cp from the course)

Associate Degree of Applied Business (after successful completion of 48cp from the course)

Enquiries

Student category	Contact details
Prospective Domestic Students	Email study@canberra.edu.au Ph 1800 UNI CAN (1800 864 226)
Prospective International Students	Email international@canberra.edu.au , Tel +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

Download your course guide



Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

Printed on 06, July, 2025

University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

ABN 81 633 873 422

CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

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.