

## Bachelor of Business (Marketing) (MGB106.1)

Please note these are the 2021 details for this course

### Domestic students

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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.

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English language requirements

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

[View IELTS equivalences](#)

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Duration 3.0 years

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UAC code 361216

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Faculty Faculty of Business, Government & Law

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Discipline Canberra Business School

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Location UC - Canberra, Bruce

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Fees 2021: Commonwealth Supported Place  
2022: Commonwealth Supported Place

**Disclaimer:**

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Students enrolled in a Commonwealth Support Place (CSP) are required to make a contribution towards the cost of their education, which is set by the Commonwealth Government. Information on Commonwealth Supported Places, HECS-HELP and how fees are calculated can be found [here](#).

### International students

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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](#).

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

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**English language requirements**

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

[View IELTS equivalences](#)

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**CRICOS code**

095931D

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**Faculty**

Faculty of Business, Government & Law

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**Discipline**

Canberra Business School

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**Location**

UC - Canberra, Bruce

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**Duration**

3.0 years

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**Fees**

2021: \$32,300 per year

2022: \$32,800 per year

**Disclaimer:**

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Information on how fees are calculated can be found [here](#).

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## About this course

### Make your mark in the world of business

This course will provide you with a strong foundation of the principles and conceptual frameworks of marketing, as used in both academia and the workplace, within a business context which focuses on economic strategies, financial outcomes and entrepreneurship. You'll explore a variety of cognitive, technical and communication skills to analyse, review and explore marketing problems, providing innovative solutions for a range of real-world public, private and not-for-profit enterprises.

You'll study how consumers behave in different settings, and will develop innovative marketing plans for domestic and international frameworks. You'll also learn how to conduct marketing research and will explore the genre of digital marketing, while gaining skills in negotiation and sales management. This highly practical course centres on using innovative and challenging real-world scenarios for assignment and project work, and you'll graduate as a confident and experienced marketer ready for employment across a range of business sectors.

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

- integrate theory and practice in marketing and articulate the impacts of recent developments within the field
- critically evaluate a range of core business skills to find solutions to future work challenges in legal, economic and global business environments
- analyse and apply a range of contemporary approaches to business innovation and organisational change

- develop experience of professional management in work and organisations, demonstrating creativity and initiative in new situations
- apply a range of ethical, socially responsible and sustainable solutions in a changing business environment
- reflect upon levels of personal autonomy and accountability associated with the decision-making process
- locate and evaluate a range of research frameworks and skills within the field of marketing.

## Work Integrated Learning

The Bachelor of Business (Marketing) integrates theoretical learning with practice thanks to regular authentic Work Integrated Learning (WIL) experiences. Academics and industry work together to facilitate a range of diverse opportunities, including work simulations, internship workshops and placements, industry projects, competitions, exhibitions, overseas study tours and more.

You'll undertake hands-on marketing practice using both hypothetical and real-world scenarios, including the development of strategic and international marketing plans, blogs and online presence audits. Previous marketing students have undertaken internships across a range of sectors, with organisations such as The Q Theatre, forty2 Edventures, Kicks Entertainment, Canberra Cavalry, In the City Canberra, Workspace 2580, Get it Sorted, CBR Innovation Network, Entry 29, Canberra International Music Festival and the Brumbies.

## Career opportunities

- Marketing manager
- Advertising account manager
- Brand manager
- Social media manager
- Events manager
- Marketing consultant
- Marketing analyst
- Media analyst
- Promotions manager
- Sponsorship manager
- Web analytics consultant
- Retail manager
- Sales manager

## Course-specific information

Accreditation for this course will be sought by the Australian Marketing Institute (AMI).

High-achieving students can enrol in the Bachelor of Philosophy (Honours) program.

## Professional accreditation

To be advised.

## 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

Year	Location	Teaching period	Teaching start date	Domestic	International
2021	UC - Canberra, Bruce	Semester 1	08 February 2021	✓	✓
2021	UC - Canberra, Bruce	Semester 2	02 August 2021	✓	✓
2022	UC - Canberra, Bruce	Semester 1	07 February 2022	✓	✓
2022	UC - Canberra, Bruce	Semester 2	01 August 2022	✓	✓
2023	UC - Canberra, Bruce	Semester 1	06 February 2023	✓	✓
2023	UC - Canberra, Bruce	Semester 2	31 July 2023	✓	✓
2024	UC - Canberra, Bruce	Semester 1	05 February 2024	✓	✓
2024	UC - Canberra, Bruce	Semester 2	29 July 2024	✓	✓

## Credit arrangements

A credit transfer arrangement is available for this course for the following institutions:

### Canberra Institute Of Technology

[PSP50116 - Diploma of Government \(23757\)](#)

### Cetana Psb Intellis International College (Psb College)

[Diploma in Business Administration \(Marketing Management\) - 2017 Version \(23338\)](#)

[Diploma in Business Administration - 2017 Version \(23353\)](#)

### Chandigarh University

[Bachelor of Business Administration \(24213\)](#)

### Hainan College Of Economics And Business

[Sino-Australia Programme, Accounting Stream \(24170\)](#)

### Hunan University

[Study in Business & Economic Management Program \(20673\)](#)

[Study of Accounting Program \(20579\)](#)

**Melbourne College Of Advanced Studies**

[Bachelor Qualifying Program \(BQP\) - Fast Track Program \(25859\)](#)

[Bachelor of Qualifying Program - Completion of General Program \(25914\)](#)

**Namseoul University**

[Study in the Business Administration Program \(20716\)](#)

[Study in the Global Distribution & Marketing or International Trade Programs \(20634\)](#)

**Nims College**

[Bachelor of Business Studies \(24955\)](#)

**Other Australian Tafe**

[Any Australian Diploma \(AQF5\) \(25574\)](#)

**Overseas Institution**

[Any Overseas Qualification equivalent to AQF5 \(25615\)](#)

**Pannasastra University Of Cambodia**

[Bachelor of Arts \(Faculty of Business and Economics Majors\) \(21372\)](#)

**Psb Academy**

[Diploma in Business Administration \(Marketing Management\) - 2017 Version \(23310\)](#)

[Diploma in Business Administration - 2017 Version \(23332\)](#)

**Qingdao University Of Science & Technology**

[Undergraduate Business Administration Course \(23076\)](#)

[Undergraduate Marketing Course \(23070\)](#)

**Research Institute Of Tsinghua University In Shenzhen**

[Programme of Business Administration \(23255\)](#)

**South China Agricultural University**

[Bachelor of Arts \(Business English\) \(19213\)](#)

[Economics & Management International Program \(24373\)](#)

**University Of Canberra College**

[Diploma of Business \(24853\)](#)

[Diploma of Business \(Extended\) \(24854\)](#)

**Xiamen University Of Technology**

[Study in Business English Course \(20750\)](#)

[Study in Financial Management Course \(20753\)](#)

## Course requirements

### Bachelor of Business (Marketing) (MGB106) | 72 credit points

Open Electives - 24 credit points from the following

- - Must pass 24 credit points from anywhere in the University, as a breadth major, a breadth minor and/or as individual units.

Required - 48 credit points as follows

**Specialist Major in Marketing (SM0025) | 24 credit points**

**Required - Must pass 24 credit points as follows**

Marketing Fundamentals (11176) | 3 credit points – Level 1

Negotiation and Sales Management (11177) | 3 credit points – Level 1

Consumer and Buyer Behaviour (11178) | 3 credit points – Level 2

Digital Marketing (11179) | 3 credit points – Level 3

Marketing Research Methods (11180) | 3 credit points – Level 2

Relationship Marketing (11181) | 3 credit points – Level 3

International Marketing (11182) | 3 credit points – Level 3

Strategic Marketing Management (11183) | 3 credit points – Level 3

**Core Major in Business (CM0014) | 24 credit points**

**Required - Must pass 18 credit points as follows**

Business Decision Making (11009) | 3 credit points – Level 1

Professional Orientation (Business) (11011) | 3 credit points – Level 1

Business Research Methods (11172) | 3 credit points – Level 1

Professional Evidence (Business) (11173) | 3 credit points – Level 3

Introduction to Management (11174) | 3 credit points – Level 1

Introduction to Economics (11175) | 3 credit points – Level 1

**Restricted Choice - Must pass 6 credit points from the following**

International Business Study Tour (9628) | 3 credit points – Level 2

Business, Government & Law Extended Internship (10158) | 6 credit points – Level 3

Business, Government & Law Professional Internship (10236) | 12 credit points – Level 3

BGL Internship (Commerce) (11166) | 3 credit points – Level 3

BGL Internship (Business and Management) (11167) | 3 credit points – Level 3

BGL Internship (Government and Policy) (11168) | 3 credit points – Level 3

Organisational Communications, Culture and Change (11169) | 3 credit points – Level 3

Business Communication (11170) | 3 credit points – Level 2

Social Enterprise (11379) | 3 credit points – Level 2

Note:

- Credit Points: Students who want to do more than 6 credit points from this list may count them towards Open Electives.
- International Exchange: Students may also choose to undertake units at an international institution, subject to approval by the

Program Director.

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

Standard Full Time, Semester 1 Commencing

#### Year 1

##### Semester 1

[Introduction to Economics \(11175\)](#)  
[Introduction to Management \(11174\)](#)  
[Marketing Fundamentals \(11176\)](#)  
[Professional Orientation \(Business\) \(11011\)](#)

##### Semester 2

[Business Decision Making \(11009\)](#)  
One Open Elective Unit  
[Business Research Methods \(11172\)](#)  
[Negotiation and Sales Management \(11177\)](#)

#### Year 2

##### Semester 1

Two Open Elective Units  
[Consumer and Buyer Behaviour \(11178\)](#)  
[Marketing Research Methods \(11180\)](#)

##### Semester 2

One Open Elective Unit  
[Relationship Marketing \(11181\)](#)  
Core Major in Business Restricted Choice unit  
[Digital Marketing \(11179\)](#)

#### Year 3

##### Semester 1

Two Open Elective Units  
[International Marketing \(11182\)](#)  
Core Major in Business Restricted Choice unit

##### Semester 2

[Professional Evidence \(Business\) \(11173\)](#)  
[Strategic Marketing Management \(11183\)](#)  
Two Open Elective Units

Standard Full Time, Semester 1 Commencing with 24cps Unspecified Credit

#### Year 1

##### Semester 1

[Introduction to Economics \(11175\)](#)  
[Introduction to Management \(11174\)](#)  
[Marketing Fundamentals \(11176\)](#)  
[Professional Orientation \(Business\) \(11011\)](#)

##### Semester 2

[Business Research Methods \(11172\)](#)  
Core Major in Business Restricted Choice unit  
[Business Decision Making \(11009\)](#)  
[Negotiation and Sales Management \(11177\)](#)

#### Year 2

**Semester 1**

Core Major in Business Restricted Choice unit

Consumer and Buyer Behaviour (11178)

International Marketing (11182)

Marketing Research Methods (11180)

Standard Full Time, Semester 2 Commencing

**Year 1****Semester 2**

Introduction to Management (11174)

Marketing Fundamentals (11176)

Negotiation and Sales Management (11177)

Professional Orientation (Business) (11011)

**Year 2****Semester 1**

Introduction to Economics (11175)

One Open Elective Unit

Business Decision Making (11009)

Business Research Methods (11172)

**Year 3****Semester 1**

One Open Elective Unit

Marketing Research Methods (11180)

Core Major in Business Restricted Choice unit

Consumer and Buyer Behaviour (11178)

**Year 4****Semester 1**

International Marketing (11182)

Professional Evidence (Business) (11173)

Two Open Elective Units

Standard Full Time, Semester 2 Commencing with 24cps Unspecified Credit

**Year 1****Semester 2**

Digital Marketing (11179)

Professional Evidence (Business) (11173)

Relationship Marketing (11181)

Strategic Marketing Management (11183)

**Semester 2**

Digital Marketing (11179)

Relationship Marketing (11181)

One Open Elective Unit

Core Major in Business Restricted Choice unit

**Semester 2**

Three Open Elective Units

Strategic Marketing Management (11183)



**Semester 2**

Introduction to Economics (11175)

Introduction to Management (11174)

Marketing Fundamentals (11176)

Professional Orientation (Business) (11011)

**Year 2**

**Semester 1**

Core Major in Business Restricted Choice unit

Business Decision Making (11009)

Business Research Methods (11172)

Consumer and Buyer Behaviour (11178)

**Semester 2**

Digital Marketing (11179)

Negotiation and Sales Management (11177)

Relationship Marketing (11181)

Strategic Marketing Management (11183)

**Year 3**

**Semester 1**

Core Major in Business Restricted Choice unit

International Marketing (11182)

Marketing Research Methods (11180)

Professional Evidence (Business) (11173)

Standard Part Time, Semester 1 Commencing

**Year 1**

**Semester 1**

Marketing Fundamentals (11176)

Professional Orientation (Business) (11011)

**Semester 2**

Business Decision Making (11009)

Negotiation and Sales Management (11177)

**Year 2**

**Semester 1**

Introduction to Economics (11175)

Introduction to Management (11174)

**Semester 2**

Business Research Methods (11172)

One Open Elective Unit

**Year 3**

**Semester 1**

Consumer and Buyer Behaviour (11178)

One Open Elective Unit

**Semester 2**

Digital Marketing (11179)

One Open Elective Unit

**Year 4**

**Semester 1**

One Open Elective Unit

[Marketing Research Methods \(11180\)](#)

**Semester 2**

[Relationship Marketing \(11181\)](#)

One Open Elective Unit

**Year 5**

**Semester 1**

One Open Elective Unit

[International Marketing \(11182\)](#)

**Semester 2**

Core Major in Business Restricted Choice unit

[Strategic Marketing Management \(11183\)](#)

**Year 6**

**Semester 1**

One Open Elective Unit

Core Major in Business Restricted Choice unit

**Semester 2**

One Open Elective Unit

[Professional Evidence \(Business\) \(11173\)](#)

Standard Part Time, Semester 2 Commencing

**Year 1**

**Semester 2**

[Negotiation and Sales Management \(11177\)](#)

[Professional Orientation \(Business\) \(11011\)](#)

**Year 2**

**Semester 1**

[Introduction to Management \(11174\)](#)

[Marketing Fundamentals \(11176\)](#)

**Semester 2**

[Introduction to Economics \(11175\)](#)

One Open Elective Unit

**Year 3**

**Semester 1**

One Open Elective Unit

[Business Research Methods \(11172\)](#)

**Semester 2**

[Business Decision Making \(11009\)](#)

[Digital Marketing \(11179\)](#)

**Year 4**

**Semester 1**

[Consumer and Buyer Behaviour \(11178\)](#)

**Semester 2**

[Relationship Marketing \(11181\)](#)

One Open Elective Unit

One Open Elective Unit

#### Year 5

##### Semester 1

One Open Elective Unit

[Marketing Research Methods \(11180\)](#)

##### Semester 2

Core Major in Business Restricted Choice unit

One Open Elective Unit

#### Year 6

##### Semester 1

One Open Elective Unit

[International Marketing \(11182\)](#)

##### Semester 2

[Strategic Marketing Management \(11183\)](#)

Core Major in Business Restricted Choice unit

#### Year 7

##### Semester 1

One Open Elective Unit

[Professional Evidence \(Business\) \(11173\)](#)

## Course information

### Course duration

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

### Learning outcomes

Learning outcomes	Related graduate attributes
Integrate theory and practice in Marketing and articulate the impacts of recent developments within the field.	1.1 UC graduates are professional: employ up-to-date and relevant knowledge and skills; 1.2 UC graduates are professional: communicate effectively; and 2.4 UC graduates are global citizens: communicate effectively in diverse cultural and social settings.
Critically evaluate a range of core and contemporary business skills to synthesise solutions to future work challenges in the legal, economic and global business environment.	1.4 UC graduates are professional: work collaboratively as part of a team, negotiate, and resolve conflict; 2.1 UC graduates are global citizens: think globally about issues in their profession; and 2.5 UC graduates are global citizens: make creative use of

technology in their learning and professional lives.

Analyse and apply a range of contemporary approaches to business innovation and organisational change.

2.1 UC graduates are global citizens: think globally about issues in their profession;

2.2 UC graduates are global citizens: adopt an informed and balanced approach across professional and international boundaries; and

3.4 UC graduates are lifelong learners: evaluate and adopt new technology.

Develop and apply experience of professional management in work and organisations demonstrating creativity and initiative in new situations.

1.5 UC graduates are professional: display initiative and drive, and use their organisational skills to plan and manage their workload;

2.3 UC graduates are global citizens: understand issues in their profession from the perspective of other cultures; and

3.3 UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas.

Synthesise and apply a range of ethical, socially responsible and sustainable solutions in a changing business environment and reflect upon levels of personal autonomy and accountability associated with the decision-making process.

2.6 UC graduates are global citizens: behave ethically and sustainably in their professional and personal lives;

3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; and

3.2 UC graduates are lifelong learners: be self-aware.

Locate and evaluate a range of research frameworks and skills within the field of Marketing.

1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

2.1 UC graduates are global citizens: think globally about issues in their profession; and

2.2 UC graduates are global citizens: adopt an informed and balanced approach across professional and international boundaries.

## Majors

- [Core Major in Business \(CM0014\)](#)
- [Specialist Major in Marketing \(SM0025\)](#)

## Awards

Award	Official abbreviation
Bachelor of Business (Marketing)	BBus (Mktg)

## Honours

High performing students may be eligible for entry into the Bachelor of Philosophy (Honours) course.

## Enrolment data

2020 enrolments for this course by location. Please note that enrolment numbers are indicative only and in no way reflect individual class sizes.

Location	Enrolments
UC - Canberra, Bruce	99

## Enquiries

Student category	Contact details
Prospective Domestic Students:	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students:	Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> 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 <a href="mailto:bglstudent@canberra.edu.au">bglstudent@canberra.edu.au</a>

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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.