

The Marketing Major provides students with the skills necessary to plan, organise and control marketing activities efficiently in a highly competitive environment.

Introduction

The aim of the Major is to give students a thorough knowledge of the principles and concepts of the discipline and how they relate to effective business management. The Major is also designed to provide students with a sound understanding of various marketing systems such as those related to consumer marketing, industrial marketing, not-for-profit marketing and services marketing

Year 1

Semester 1

BMA101 Introduction to Management (S2 also)
BEA110 Economics for Business
BFA103 Accounting & Financial Decision-Making
BSA101 Business Information Systems (S2 also)

Semester 2

BMA151 Principles of Marketing¹
BEA140 Quantitative Methods
BFA141 Commercial Transactions
1 x Elective (other Major)

Year 2

Semester 1

BMA255 Marketing Communications
BMA258 Services Marketing
2 x Electives (other Major)

Semester 2

BMA205 Business Research Methods
BMA252 Consumer Behaviour
2 x Electives (other Major)

Year 3

Semester 1

BEA325 Prices & Profits
BMA351 Marketing Management²
2 x Electives (other Major)

Semester 2

BMA302 Strategic Management³
1 x Nominated Elective⁴
2 x Electives (other Major)

Notes

- 1 In order for students to enrol in any core units in the Marketing Major, they must have successfully completed BMA151.
- 2 Students must have successfully completed 2 x BMA200 level Marketing units to enrol in BMA351.
- 3 Students must have successfully completed 4 x BMA2/300 level units to enrol in BMA302.
- 4 Students must have successfully completed at least one of the nominated electives from the list below to satisfy the requirements of the Marketing Major.

Nominated Marketing Major Electives:

BMA2/382 International Marketing
BMA391 Managerial Social Responsibility
BFA281 Financial Management

Careers

Graduates possessing a Marketing Major as part of their degree would be qualified to apply for a range of jobs including (but not restricted to): advertising executive, events manager, brand/product manager, customer service manager, marketing manager, sales force manager, market researcher, and public affairs officer.

Professional Recognition

Successful completion of the Marketing Major meets the academic entry requirements for membership of the Australian Marketing Institute (AMI).

Location

Hobart and Launceston