



Faculty of **Business**

Bachelor of **Business**

Marketing and International  
Business (MIB) **Major**

The Marketing and International Business (MIB) Major is designed to give students a competitive advantage in meeting the challenge coming from the increasingly globalised world marketplace, with a particular focus on the Asia-Pacific region.

## Introduction

Students are provided with knowledge in international operational environments, international business strategy, functional management of international business and, in particular, international marketing.

### Year 1

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#### 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 Marketing<sup>1</sup>  
BEA140 Quantitative Methods  
BFA141 Commercial Transactions  
1 x Elective (other Major)

### Year 2

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#### Semester 1

BMA201 Organisational Behaviour  
BMA255 Marketing Communications  
2 x Electives (other Major)

#### Semester 2

BMA2/308 Electronic Marketing  
BMA281 Introduction to International Business  
2 x Electives (other Major)

### Year 3

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#### Semester 1

BMA258 Services Marketing  
BMA2/385 Managing Business in the Asia Pacific  
2 x Electives (other Major)

#### Semester 2

BMA302 Strategic Management<sup>2</sup>  
BMA2/382 International Marketing  
2 x Electives (other Major)

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### Notes

- 1 In order for students to enrol in any core units in the MIB Major, they must have successfully completed BMA1/251.
- 2 Students must have successfully completed 4 x BMA2/300 level units to enrol in BMA302.

## Careers

The MIB Major provides graduates with a wide range of skills, but particularly suits students who plan to work in specialised areas with an international focus. These areas might include consulting, cross-cultural communication, customer relations, imports and exports management, marketing and promotions, sales, strategic analysis and other areas of international business management.

Graduates may seek careers in multinational firms, domestic firms involved in international trade, government organisations that have international activities, consulting firms, and other organisations that need to deal with cross-cultural management and communication.

## Professional Recognition

Successful completion of the MIB Major may seek membership or affiliate membership of several professional bodies, including: Australian Institute of Management (AIM), Australian Marketing Institute (AMI), International Advertising Association, International Import-Export Institute, Institute of Management Consultants, and Public Relations Institute of Australia.

## Location

Off shore