Bachelor of Business (Marketing)
CRICOS Code 039582G
Duration: 3 years full-time (24 units)

Entry Requirements
>>> Successful completion of the Australian Education VCE or equivalent
>>> Required proficiency in English (IELTS): Academic Band score of IELTS 6.0 for all bands

Program Outline
The Bachelor of Business (Marketing) provides an attractive option for students interested in developing business skills in marketing. Students complete a range of specialist marketing courses as well as key business courses in accounting, human resources, tourism and management. The Bachelor of Business (Marketing) is focused on developing graduates who are well grounded in the principles and practice of marketing and so can positively contribute to business growth and operations through the development of effective marketing strategy. Throughout the degree, students may have the opportunity to work with local businesses on projects that provide valuable experience in real business settings.

Career Opportunities
Graduates have the opportunity to work in challenging managerial or support positions in marketing that can involve strategic planning, media liaison, market research, product management, branding and marketing communications in organisations in Australia and internationally.

Program Requirements
Student workload in this program will normally be evenly spread across all Semesters. Ordinarily, this will involve four courses of 15 credit points per semester for full-time students. Contact hours for full-time students will normally be a maximum of 15 hours per week. The program is made up of a total of 24 courses which includes Foundation courses (9), Specialisation courses (8) and Elective courses (7). Foundation courses should be completed early in the program of study (i.e. by the end of the third semester). Specialisation and Elective courses can be undertaken though-out the program. To fulfil the academic requirements for the Bachelor of Business (Marketing) a student will complete an approved program of study comprising the following:

Gain a minimum of 360 credit points of which at least 17 courses must be Foundation and Specialisation courses.

Foundation Courses (Students must complete all courses)
- Accounting and Business Decisions
- eBusiness Fundamentals
- Business Microeconomics
- Innovation in Society
- Fundamentals of Law
- Management Principles
- Introduction to Marketing
- Business Macroeconomics
- Principles of Responsible Business

Marketing Specialisation courses (Students must complete all courses)
- eMarketing
- Services Marketing
- Consumer Behaviour
- Marketing Research
- Marketing Communication
- Marketing Strategy & Analysis
- International Marketing
- International Business

Elective Courses
In the Bachelor of Business (Marketing) degree, students may choose to up to 7 elective courses. Elective courses can be selected from any of the Federation University courses available at Academies Australasia Polytechnic.

Assessment methods
Assignments, essays, class presentations, group work and exams

RPL and Credit Transfer
International students wishing to apply for RPL and Credit Transfer are required to provide syllabus of previous study undertaken at time of applying for a program. Not all programs offer RPL and Credit Transfer. Application for RPL and Credit Transfer are subject to the approval of the program coordinator of the respective Faculties.

Professional Recognition
Upon completion of the Bachelor of Business (Marketing), students may apply for membership of the Australian Institute of Management (AIM), the Australian Market and Social Research Society (AMRS) and the Australian Marketing Institute (AIM)

Additional courses may be available or may change throughout the program

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