

Bond Business School STRUCTURES				
MAJORS and Minors in the BOND BUSINESS SCHOOL				
1	ACCT	ACCOUNTING MAJOR	COMMERCE	
1	ZACCT	Accounting Minor	ALL	
2	ACSC	ACTUARIAL SCIENCE MAJOR	COMMERCE	Not available to 3 Year Programs
2	ZACSC	Actuarial Science Minor	ALL	Not available to 3 Year Programs
3	DTSC	DATA ANALYTICS MAJOR	COMMERCE	Not available to 3 Year Programs
3	ZDTSC	Data Analytics Minor	ALL	Not available to 3 Year Programs
3	ZANAC	Accounting Analytics Minor	ALL	
3	ZANEC	Economic Modelling and Analysis Minor	ALL	
3	ZANHS	Health System Analytics Minor	ALL	
3	ZANMK	Marketing Analytics Minor	ALL	
3	ZANPS	Psychometrics Minor	ALL	
3	ZANQF	Quantitative Finance Minor	ALL	
3	ZANSP	Sport Analytics Minor	ALL	
4	ECON	ECONOMICS MAJOR	COMMERCE	Not available to 3 Year Programs
4	ZECON	Economics Minor	ALL	Not available to 3 Year Programs
5	FINC	FINANCE MAJOR	COMMERCE	
5	ZFINC	Finance Minor	ALL	
6	ENTI	ENTREPRENEURSHIP and INNOVATION MAJOR	BUSINESS	Not available to 3 Year Programs
6	ZENTI	Entrepreneurship and Innovation Minor	ALL	Not available to 3 Year Programs
7	IBUS	INTERNATIONAL BUSINESS MAJOR	BUSINESS	
7	ZIBUS	International Business Minor	ALL	
8	MGMT	MANAGEMENT MAJOR	BUSINESS	
8	ZMGMT	Management Minor	ALL	
8	ZSUST	Sustainability Minor	ALL	
9	MCOM	MARKETING COMMUNICATION MAJOR	BUSINESS	
9	ZMCOM	Marketing Communication Minor	ALL	
10	MKTG	MARKETING MAJOR	BUSINESS	
10	ZMKTG	Marketing Minor	ALL	
11	TOUM	TOURISM and HOTEL MANAGEMENT MAJOR	BUSINESS	Not available to 3 Year Programs
11	ZTOUM	Tourism and Hotel Management Minor	ALL	Not available to 3 Year Programs

ACCT	60CP	ACCOUNTING MAJOR		
A major in accounting from Bond University will give you entry into a respected and enduring global profession and substantial options when choosing a career. Forget about being labelled as a “number cruncher”, an accountant plays an influential role in the achievement of an entity’s entire range of objectives – not just the financial ones. Accountants are needed in government, NGOs, charities, universities, businesses of all structures and sizes, and more. The range and content of our subjects in our accounting major will give you the knowledge and skills from which you can set your sights on a role as a financial accountant, management accountant, auditor, tax specialist, business consultant, business analyst, treasurer, finance manager, or if none of these appeal to you, a very savvy business owner or entrepreneur. With a wide range of authentic assessment that reflect actual practice, this major will take you places.				
Semester	Code	Title	Assumed Knowledge	Requisite
Students must complete the following sixty credit points (60CP) of subjects:				
J/M	ACCT12-202	Financial Accounting and Company Reporting	ACCT11-100 FINC11-101	
M/S	ACCT12-203	Taxation Practice for Accountants	ACCT11-100 LAWS10-100 LAWS11-105	
J/S	ACCT12-211	Accounting Information Systems	ACCT11-100	
M/S	ACCT13-303	Advanced Financial Accounting and Reporting	ACCT12-202	
J/S	ACCT13-305	Auditing	ACCT12-202 ACCT13-301	
J/S	ACCT13-306	Data Analytics for Accountants	ACCT11-102 ACCT12-202 ACCT12-211	
ZACCT	40CP	Minor - Accounting		
A minor in accounting from Bond University sets you up to take on roles in a wide range of interesting and rewarding careers. You will find that your accounting skills will be useful whether you aspire to work for a government, NGO, charity, university, any type or size of business; and if your aim is to own or start up your own business, these skills will be especially relevant. Taking our accounting minor is an astute way to complement your studies in other fields of business.				
Semester	Code	Title	Assumed Knowledge	Requisite
Students must complete the following thirty credit points (30CP) of subjects:				
J/M	ACCT12-202	Financial Accounting and Company Reporting	ACCT11-100 FINC11-101	
J/S	ACCT12-211	Accounting Information Systems	ACCT11-100	
J/S	ACCT13-306	Data Analytics for Accountants	ACCT11-102 ACCT12-202 ACCT12-211	
Students must choose ten credit points (10CP) from the following Accounting Option:				
M/S	ACCT12-203	Taxation Practice for Accountants	ACCT11-100 LAWS10-100 LAWS11-105	
M/S	ACCT13-303	Advanced Financial Accounting and Reporting	ACCT12-202	
J/S	ACCT13-305	Auditing	ACCT12-202 ACCT13-301	
ACSC	60CP	ACTUARIAL SCIENCE MAJOR		
Actuaries evaluate risk and opportunity – applying mathematical, statistical, economic and financial analyses to a wide range of business problems. The actuarial science major covers the range of technical skills included in the Foundations (Part I) program of the actuarial accreditation syllabus. These topics range from basic finance and accounting to economic theory and mathematical and statistical modelling.				
Students must complete the following sixty credit points (60CP) of subjects:				
M/S	ACSC12-200	Mathematical Statistics	STAT11-112	
J/M	ACSC12-201	Financial Mathematics	STAT11-112	
J/M	ACSC13-301	Contingencies		ACSC12-201
J/S	ACSC13-305	Actuarial and Financial Models		ACSC12-201
J/S	ACSC13-306	Stochastic Processes	ECON12-200 STAT11-112	ACSC12-200
M/S	ACSC13-307	Survival Analysis		ACSC12-200
ZACSC	40CP	Minor - Actuarial Science		
Actuaries evaluate risk and opportunity – applying mathematical, statistical, economic and financial analyses to a wide range of business problems. The actuarial science minor covers some of the Foundations (Part I) program of the actuarial accreditation syllabus. These topics cover mathematical and statistical modelling.				
Students must complete the following twenty credit points (20CP) of subjects:				
M/S	ACSC12-200	Mathematical Statistics	STAT11-112	
J/M	ACSC12-201	Financial Mathematics	STAT11-112	
Students must choose twenty credit points (20CP) from the following Actuarial Science Option:				
J/M	ACSC13-301	Contingencies		ACSC12-201
J/S	ACSC13-305	Actuarial and Financial Models		ACSC12-201
J/S	ACSC13-306	Stochastic Processes	ECON12-200 STAT11-112	ACSC12-200
M/S	ACSC13-307	Survival Analysis		ACSC12-200

DTSC		DATA ANALYTICS MAJOR		
The Data Analytics major provides a strong survey into the concepts and applications of modern machine learning and data analytics. It contains units in analysis coding as well as advanced non-parametric statistical modelling and pattern recognition algorithms. In addition, focus is placed on ensuring students see the relevant application of these techniques to real industry data.				
Students must complete the following thirty credit points (30CP) of subjects.				
J/S	DTSC12-200	Data Science		
M/S	DTSC13-302	Statistical Learning and Regression Models	DTSC12-200 ECON12-200	
J/S	DTSC13-304	Applied Data Analytics Project		DTSC13-301 DTSC13-302
Students must choose thirty credit points (30CP) from the Data Analytic Options				
M/S	ACSC13-307	Survival Analysis		ACSC12-200
J/S	DTSC11-100	Business Analytics Coding		
S	DTSC11-110	Cyber and Fraud Threats in Organisations		
J/S	DTSC13-300	Infrastructure for Data Analytics	STAT11-112	
J/M	DTSC13-301	Deep Learning Through Neural Networks	STAT11-112	DTSC12-200
S	DTSC13-306	Modern Machine Learning Models	DTSC11-100 DTSC12-200	
S	DTSC13-307	Advanced Statistical Learning Models		DTSC13-302
S	ECON13-300	Advanced Econometrics	ECON12-200	
ZDTSC	40CP	Minor - Data Analytics		
The Data Analytics minor provides a strong survey into the concepts and applications of modern machine learning and data analytics. It contains units in analysis coding as well as advanced non-parametric statistical modelling and pattern recognition algorithms. In addition, focus is placed on ensuring students see the relevant application of these techniques to real industry data.				
Students must complete the following twenty-credit points (20CP) of subjects.				
J/S	DTSC12-200	Data Science		
M/S	DTSC13-302	Statistical Learning and Regression Models	DTSC12-200 ECON12-200	
Students must choose twenty credit points (20CP) of subjects from the Data Analytic optic				
M/S	ACSC13-307	Survival Analysis		ACSC12-200
J/S	DTSC11-100	Business Analytics Coding		
ZANAC	40CP	Minor - Accounting Analytics		
A minor in accounting analytics from Bond University sets you up to take on roles in a range of business environments. In addition to a foundation in accounting principles, the minor sets you up with the skills to analyse accounting systems and investigate audit processes, making you a valuable contributor to any business or business consultancy.				
Students must complete the following forty-credit points (40CP) of subjects.				
M/S	ACCT11-102	Management Accounting	ACCT11-100	
J/M	ACCT12-202	Financial Accounting and Company Reporting	ACCT11-100 FINC11-101	
J/S	ACCT12-211	Accounting Information Systems	ACCT11-100	
J/S	ACCT13-306	Data Analytics for Accountants	ACCT11-102 ACCT12-202 ACCT12-211	
ZANEC	40CP	Minor - Economic Modelling and Analysis		
A minor in economic modelling and analysis sets you up to take on a range of roles in business and public policy analysis. In addition to basic micro- and macroeconomic theories, you will develop econometric skills which allow you to make sense of economic trends and inter-relationships which will make you a valuable member of any economic analysis team.				
Students must complete the following forty-credit points (40CP) of subjects.				
S	ECON12-201	Markets and Corporate Behaviour	ECON11-100	
J/M/S	ECON12-202	Macroeconomics	ECON11-100	
J	ECON13-301	Game Theory and Strategic Decision Making	ECON12-201 STAT11-112	
M	ECON13-302	Business Conditions Analysis	ECON12-202	
ZANH5	40CP	Minor - Health System Analytics		
A minor in health system analytics provides a solid background in the important drivers of the health system. You will develop skills to aid health network administrators increase efficiency, understand population medical trends and assess potential clinical interventions.				
Students must complete the following twenty-credit points (20CP) of subjects.				
M/S	HPER11-101	Australia's Health Issues and Priorities		
J	HPER12-101	Health Research Methods		
Students must choose twenty credit points (20CP) of subjects from the Data Analytic optic				
S	BMED12-123	Global Health Issues		
	HPER11-103	Health Systems		
S	HPER12-103	Health Communication		
	HPER13-100	Evidence in Healthcare: Practice and Policy		
	HPER13-101	Drivers for Healthcare Change		

ZANMK	40CP	Minor - Marketing Analytics		
A minor in market analytics provides a detailed background into the theory and practice of quantitative aspects of marketing and advertising. You will develop skills in monitoring trends in consumer sentiment and purchase patterns as well as targeting campaigns to optimise marketing resources and increase sales.				
Students must complete the following twenty-credit points (20CP) of subjects.				
M/S	MKTG13-303	Market Research	MKTG11-100	
S	MKTG13-315	Marketing Analytics	MKTG11-100 MKTG13-303	
Students must choose twenty credit points (20CP) of subjects from the Data Analytic optic				
J/M	MKTG13-312	Digital Marketing for Customer Engagement	MKTG11-100	
S	MKTG13-314	Social Media Marketing	MKTG13-312	
M/S	MKTG13-320	Strategic Marketing	MKTG11-100 MKTG13-303	
ZANPS	40CP	Minor - Psychometrics		
A minor in psychometrics provides a grounding in the experimental design and analysis principles employed in psychological research. You will develop the skills necessary to be an important part of the planning and analysis of psychology and other allied health related quantitative research and testing.				
Students must complete the following forty-credit points (40CP) of subjects.				
J/M	PSYC11-101	Foundations of Psychology: Development, Learning and		
J/S	PSYC11-105	Statistics and Data Analysis 1		
M	PSYC12-200	Statistics and Data Analysis 2		PSYC11-105
S	PSYC13-345	Statistics and Data Analysis 3		PSYC12-200
ZANQF	40CP	Minor - Quantitative Finance		
A minor in quantitative finance provides training in the understanding of market trends, accurate pricing of financial instruments and modelling of business cycles. You will develop skills in econometric and time series analysis that will allow you to understand and investigate a range of investment and hedging strategies for the purpose of wealth creation.				
Students must complete the following forty-credit points (40CP) of subjects.				
J/M/S	FINC12-201	Financial Applications and Analysis	FINC11-101	
J/M	FINC13-303	Portfolio Analysis and Investments	FINC11-101 FINC12-200 STAT11-112	
M/S	FINC13-304	Financial Institutions and Risk Management	FINC11-101	
J/S	FINC13-307	International Finance	FINC11-101	
ZANSP	40CP	Minor - Sport Analytics		
A minor in sport analytics will develop key skills in the management, promotion and understanding of the role of sport in society. You will investigate both professional level sporting activities and grass-roots level sporting organisations and their importance to local culture.				
Students must complete the following forty-credit points (40CP) of subjects.				
M/S	MKTG13-303	Market Research	MKTG11-100	
J	SPMT11-115	Sport Organisation, Governance and Policy		
J	SPMT12-121	Sport Development		
J	SPMT13-125	Managing High Performance Sport		

ECON	60CP	ECONOMICS MAJOR		
Economics is a social science that uses the scientific method of enquiry in its approach to understanding how societies, governments, businesses, households, and individuals allocate their scarce resources. An undergraduate major in economics focuses on learning how to understand the world in terms of trade-offs and incentives. An economics major assists in learning how to analyse data as well as the development of clear-headed logic. It involves the use of mathematical and statistical tools whenever possible to assist in this analysis.				
Semester	Code	Title	Assumed Knowledge	Requisite
Students must complete the following forty credit points (40CP) of subjects:				
S	ECON12-201	Markets and Corporate Behaviour	ECON11-100	
J/M/S	ECON12-202	Macroeconomics	ECON11-100	
S	ECON13-300	Advanced Econometrics	ECON12-200	
M	ECON13-302	Business Conditions Analysis	ECON12-202	
Students must choose twenty credit points (20CP) from the following Economic option:				
J/M/S	BUSN13-700	Business Internship A		
J	ECON13-301	Game Theory and Strategic Decision Making	ECON12-201 STAT11-112	
J/M	ECON13-303	International Trade	ECON11-100	
S	ECON13-305	Money and Monetary Policy	ECON12-202	
ZECON	40CP	Minor - Economics		
Economics is a social science that uses the scientific method of enquiry in its approach to understanding how societies, governments, businesses, households, and individuals allocate their scarce resources. An undergraduate minor in economics focuses on learning how to understand the world in terms of trade-offs and incentives. An economics minor assists in learning how to analyse data as well as the development of clear-headed logic. It involves the use of mathematical and statistical tools whenever possible to assist in this analysis.				
Students must complete the following forty credit points (40CP) of subjects:				
S	ECON12-201	Markets and Corporate Behaviour	ECON11-100	
J/M/S	ECON12-202	Macroeconomics	ECON11-100	
S	ECON13-300	Advanced Econometrics	ECON12-200	
M	ECON13-302	Business Conditions Analysis	ECON12-202	
FINC	60CP	FINANCE MAJOR		
The demand for financial expertise across all business functions is global, extensive, and persistent. The scope and depth of subjects studied in Bond University's finance major develop knowledge and skills that range from finance fundamentals and progress all the way to those competencies necessary for a merger and acquisition professional. Our finance major prepares you for an influential role as a corporate and personal finance authority. Career options are as varied as they are extensive and include financial advisor, business analyst, banker, fund manager, investment banker, stockbroker, and merger and acquisition specialist. The knowledge gained from our finance major will position you to have an interesting and rewarding career anywhere in the world.				
Students must complete the following forty credit points (40CP) of subjects:				
J/S	FINC13-301	Advanced Corporate Finance	FINC11-101	
J/M	FINC13-303	Portfolio Analysis and Investments	FINC11-101 FINC12-200 STAT11-112	
M/S	FINC13-304	Financial Institutions and Risk Management	FINC11-101	
J/S	FINC13-307	International Finance	FINC11-101	
Students must choose twenty credit points (20CP) from the following Finance option:				
J/M	ACSC12-201	Financial Mathematics	STAT11-112	
J/S	ACSC13-305	Actuarial and Financial Models		ACSC12-201
J/M/S	BUSN13-700	Business Internship A		
S	DTSC13-305	Financial Trading Systems	DTSC12-200	
M	ENFB13-305	Entrepreneurial Finance		
J/S	FINC12-202	Personal Finance		
M	FINC13-305	Financial Derivatives	FINC11-101 FINC12-200 FINC13-303	
ZFINC	40CP	Minor - Finance		
A minor in finance from Bond University sets you up to take on roles in a wide range of interesting and rewarding careers. You will find that your finance skills will be useful wherever you aspire to work, and could lead to interesting and rewarding positions in business, banking, investment, and government. The scope of subjects for this minor covers personal, corporate and international finance plus another subject of your own choice. Taking our finance minor is an astute way to complement your studies in other fields of business.				
Semester	Code	Title	Assumed Knowledge	Requisite
Students must complete the following forty credit points (40CP) of subjects:				
J/S	FINC13-301	Advanced Corporate Finance	FINC11-101	
J/M	FINC13-303	Portfolio Analysis and Investments	FINC11-101 FINC12-200 STAT11-112	
M/S	FINC13-304	Financial Institutions and Risk Management	FINC11-101	
J/S	FINC13-307	International Finance	FINC11-101	

ENTI		60CP ENTREPRENEURSHIP AND INNOVATION MAJOR		
This major will appeal to those enterprising individuals with an eye towards their own start-up business, or who are keen to work as an “intreprenuer” inside an organisation. Students will gain skills in ideation, creativity and innovation in planning a business and developing a viable business model. Through experiential learning and support from industry experts, students will graduate with contemporary and best practice knowledge, insights, and strategies with which to implement effective management practices and bring a business idea into fruition.				
Students must complete the following fifty credit points (50CP) of subjects:				
S	ENFB11-101	Everyday Entrepreneurship		
J	ENFB13-304	New Venture Planning		
S	COLB12-120	Design: Process, Methods and Mindsets		
M	ENFB13-305	Entrepreneurial Finance		
M/S	MGMT13-311	Leading Innovation and Change	CORE11-002 CORE11-013	
M/S	MGMT13-328	Strategic Management		
Students must choose ten credit points (10CP) from the following Entrepreneurship and Innovation option:				
J/M/S	BUSN13-700	Business Internship A		
J/S	MGMT13-321	Negotiation	CORE11-002 MGMT11-101	
M/S	MKTG13-303	Market Research	MKTG11-100	
J/M	MKTG13-312	Digital Marketing for Customer Engagement	MKTG11-100	
S	MKTG13-314	Social Media Marketing	MKTG13-312	
ZENTI	40CP	Minor - Entrepreneurship and Innovation		
This minor will appeal to those enterprising individuals with an eye towards their own start-up business, or who are keen to work as an “intreprenuer” inside an organisation. Students will gain skills in ideation, creativity and innovation in planning a business and developing a viable business model. Through experiential learning and support from industry experts, students will graduate with contemporary and best practice knowledge, insights, and strategies with which to implement effective management practices and bring a business idea into fruition.				
Students must complete the following thirty credit points (30CP) of subjects.				
S	ENFB11-101	Everyday Entrepreneurship		
J	ENFB13-304	New Venture Planning		
M	ENFB13-305	Entrepreneurial Finance		
Students must choose ten credit points (10CP) from the following Entrepreneurship and Innovation Option:				
S	COLB12-120	Design: Process, Methods and Mindsets		
M/S	MGMT13-311	Leading Innovation and Change	CORE11-002 CORE11-013	
J/S	MGMT13-321	Negotiation	CORE11-002 MGMT11-101	
M/S	MGMT13-328	Strategic Management		
M/S	MKTG13-303	Market Research	MKTG11-100	
J/M	MKTG13-312	Digital Marketing for Customer Engagement	MKTG11-100	
S	MKTG13-314	Social Media Marketing	MKTG13-312	
IBUS	60CP	INTERNATIONAL BUSINESS MAJOR		
The International Business major prepares students for a variety of roles in today’s fast-changing and ever more competitive international business environment. The subjects offered in this major develop theoretical and practical knowledge, and analytical and entrepreneurial skills, that underpin success in international trade.				
Students must complete the following fifty credit points (50CP) of subjects:				
J/M	ECON13-303	International Trade	ECON11-100	
J/S	FINC13-307	International Finance	FINC11-101	
J/M/S	MGMT12-201	International Business		
J/M	MGMT13-324	Cross Cultural Management	CORE11-002 MGMT11-101	
J/S	MKTG13-301	International Marketing	MKTG11-100	
Students must choose ten credit points (10CP) from the following International Business Option:				
J/M/S	BUSN13-700	Business Internship A		
M/S	MGMT13-328	Strategic Management		
ZIBUS	40CP	Minor - International Business		
The International Business minor prepares students for a variety of roles in today’s fast-changing and ever-more competitive international business environment. The subjects offered in this minor develop theoretical and practical knowledge that underpin success in international trade.				
Students must complete the following ten-credit point (10CP) subject.				
J/M/S	MGMT12-201	International Business		
Students must complete the following thirty credit points (30CP) of subjects:				
J/M	ECON13-303	International Trade	ECON11-100	
J/S	FINC13-307	International Finance	FINC11-101	
J/M	MGMT13-324	Cross Cultural Management	CORE11-002 MGMT11-101	
J/S	MKTG13-301	International Marketing	MKTG11-100	

MGMT	60CP	MANAGEMENT MAJOR		
This major provides students with a holistic body of knowledge, skills and strategies that are critical to long-term organisational success. The scope of subjects covered in the Management Major provides students with the ability to identify strategic problems and develop viable, value-add solutions for a range of organisational issues that present at different organisational levels.				
Semester	Code	Title	Assumed Knowledge	Requisite
Students must complete the following forty credit points (40CP) of subjects:				
M/S	MGMT13-311	Leading Innovation and Change	CORE11-002 CORE11-013	
J	MGMT13-320	Ethical and Responsible Leadership		
J/S	MGMT13-321	Negotiation	CORE11-002 MGMT11-101	
M/S	MGMT13-328	Strategic Management		
Students must choose twenty credit points (20CP) from the following Management Option:				
M/S	BUSN12-200	Responsible and Sustainable Organisations		
J/M/S	BUSN13-700	Business Internship A		
M	HRTM12-212	Workplace Health and Safety		
J/M	MGMT13-324	Cross Cultural Management	CORE11-002 MGMT11-101	
ZMGMT	40CP	Minor - Management		
This minor provides students with a wide body of knowledge, skills and strategies that are critical to long-term organisational success. The scope of subjects covered in the Management Minor provides students with the ability to identify strategic problems and develop viable solutions for a range of organisational issues.				
Students must complete the following forty credit points (40CP) of subjects:				
M/S	MGMT13-311	Leading Innovation and Change	CORE11-002 CORE11-013	
J	MGMT13-320	Ethical and Responsible Leadership		
J/S	MGMT13-321	Negotiation	CORE11-002 MGMT11-101	
M/S	MGMT13-328	Strategic Management		
ZSUST	40CP	Minor - Sustainability		
Balancing economic, environmental, and social needs is a complex challenge often described as a "wicked problem." A sustainability minor can equip you with the knowledge and skills to address these multifaceted issues, enabling businesses to contribute positively to society while managing risks and identifying opportunities. The sustainability minor provides a solid grounding in Sustainable Development Goals (SDGs), environmental social governance (ESG) analysis and strategy, and Indigenous perspectives. Additionally, you can explore sustainability through the lenses of law, health, project management, tourism, and United Nations considerations, preparing you to make a real-world impact across various industries.				
Students must complete the following ten-credit point (10CP) subject.				
M/S	BUSN12-200	Responsible and Sustainable Organisations		
Students must choose thirty credit points (30CP) from the following Sustainable Options:				
S	BMED12-123	Global Health Issues		
J/S	GLBE11-100	Climate Change and the Future World		
M/S	HPER11-101	Australia's Health Issues and Priorities		
J	HRTM12-220	Sustainable Tourism and Indigenous Culture		
S	INTR12-203	The United Nations		
J/M/S	LAWS13-115	Contemporary Issues in Law and Society		
M	LAWS13-121	Climate Law in Context		
J/S	SSUD11-102	Sustainable Development and Society		
J/S	SSUD12-103	Managing Projects Sustainably		

MCOM 60CP MARKETING COMMUNICATION MAJOR				
The field of marketing communications is in a state of constant change. By studying a Marketing Communications major, students will develop the practical skills, built on a foundation of theory, to meet the needs of this ever-evolving industry. Students will acquire transferable and adaptable knowledge in strategic communication, public relations, advertising and/or digital communication. Via case study analysis, campaign creation and hands-on skill development, students will gain industry knowledge and expertise in a small-class environment. Developing ethical and innovative communication campaigns and tactics for real-world clients enables students to apply their skills helping them gain confidence in, and practice with, their new abilities. The course also focuses on developing creativity, critical thinking and presentation skills. Graduates will gain flexible and dynamic skills set, transferable across many diverse and exciting career paths.				
Students must complete the following twenty credit points (20CP) of subjects:				
J/M/S	COMN11-101	Introduction to Communication		
J/M	MKTG13-302	Integrated Marketing Communications	MKTG11-100	
Students must choose twenty credit points (20CP) from the following Marketing Communication Alternative Option:				
J/M/S	ADVT11-100	Introduction to Advertising		
J/M/S	PUBR11-100	Introduction to Public Relations		
Students must choose twenty credit points (20CP) from the following Marketing Communication Option:				
M	ADVT12-200	Copywriting for Advertising	ADVT11-100	
J	ADVT12-241	Understanding Audiences and Media in Advertising	ADVT11-100	
S	ADVT13-101	Advertising, Branding and Popular Culture	ADVT11-100	
S	PUBR12-235	Media Strategies	PUBR11-100	
J	PUBR12-250	Corporate Storytelling	PUBR11-100	
J	PUBR13-312	Public Relations Campaigns and Strategies		PUBR11-100
Students taking the Marketing Communication major MUST Choose Advertising Principles and Practice (ADVT11-100) before taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235).				
Students wanting to take either Media Relations (PUBR12-235), Public Relations Writing (PUB12-250) or Public Relations Campaigns and Strategies (PUBR13-312) MUST first complete Public Relations Principles and Practice (PUBR11-100).				
ZMCOM 40CP Minor - Marketing Communication				
The field of marketing communications is in a state of constant change. By studying a Marketing Communications minor, students will develop the practical skills, built on a foundation of theory, to meet the needs of this ever-evolving industry. Students will acquire transferable and adaptable knowledge in strategic communication, public relations, advertising and/or digital communication. Via case study analysis, campaign creation and hands-on skill development, students will gain industry knowledge and expertise in a small-class environment. Developing ethical and innovative communication campaigns and tactics for real-world clients enables students to apply their skills helping them gain confidence in, and practice with, their new abilities.				
Students must complete the following twenty credit points (20CP) of subjects:				
J/M/S	COMN11-101	Introduction to Communication		
J/M	MKTG13-302	Integrated Marketing Communications	MKTG11-100	
Students must choose ten credit points (10CP) of the following Marketing Communication Option:				
J/M/S	ADVT11-100	Introduction to Advertising		
J/M/S	PUBR11-100	Introduction to Public Relations		
Students must choose ten credit points (10CP) of the following Marketing Communication Option:				
M	ADVT12-200	Copywriting for Advertising	ADVT11-100	
J	ADVT12-241	Understanding Audiences and Media in Advertising	ADVT11-100	
S	ADVT13-101	Advertising, Branding and Popular Culture	ADVT11-100	
S	PUBR12-235	Media Strategies	PUBR11-100	
J	PUBR12-250	Corporate Storytelling	PUBR11-100	
J	PUBR13-312	Public Relations Campaigns and Strategies		PUBR11-100

MKTG 60CP MARKETING MAJOR				
This major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer behaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.				
Students must complete the following forty credit points (40CP) of subjects:				
J/S	MKTG12-205	Consumer Experiences and Behaviour	MKTG11-100	
J/M	MKTG13-302	Integrated Marketing Communications	MKTG11-100	
M/S	MKTG13-303	Market Research	MKTG11-100	
M/S	MKTG13-320	Strategic Marketing	MKTG11-100 MKTG13-303	
Students must choose twenty credit points (20CP) from the following Marketing Option:				
J/M/S	BUSN13-700	Business Internship A		
J/S	MKTG13-301	International Marketing	MKTG11-100	
J/M	MKTG13-312	Digital Marketing for Customer Engagement	MKTG11-100	
S	MKTG13-314	Social Media Marketing	MKTG13-312	
S	MKTG13-315	Marketing Analytics	MKTG11-100 MKTG13-303	
ZMKTG 40CP Minor - Marketing				
This minor develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies.				
Students must choose forty credit points (40CP) from the following Marketing Option:				
J/S	MKTG12-205	Consumer Experiences and Behaviour	MKTG11-100	
J/S	MKTG13-301	International Marketing	MKTG11-100	
J/M	MKTG13-302	Integrated Marketing Communications	MKTG11-100	
M/S	MKTG13-303	Market Research	MKTG11-100	
J/M	MKTG13-312	Digital Marketing for Customer Engagement	MKTG11-100	
S	MKTG13-314	Social Media Marketing	MKTG13-312	
S	MKTG13-315	Marketing Analytics	MKTG11-100 MKTG13-303	
M/S	MKTG13-320	Strategic Marketing	MKTG11-100 MKTG13-303	

TOUM	60CP	TOURISM MANAGEMENT MAJOR		
In recent decades tourism has experienced extraordinary growth and is now one of the largest and fastest-growing sectors in the world economy. According to the United Nations World Tourism Organisation, in 2016 tourism was responsible for approximately 10 percent of world gross domestic product and about 11 percent of employment and this is forecast to grow at 3.3 percent a year for the long-term. Tourism has become a critical source of export income in many countries and regions and, accordingly, it has assumed economic and political importance. Private sector tourism organisations operating in the tourism space include hotel groups, cruise operators, airlines, major venues, and event management companies. Public sector organisations include regional tourism organisations, national, state and local government. These organisations employ specialists with skills in marketing, project and event management, accounting, finance, human resources, logistics, and data analytics. In a rapidly changing employment landscape tourism provides a long-term future where the human qualities of creativity, problem-solving and interpersonal communications are valued. The Tourism Management Major provides a good understanding of the industry and the employment opportunities providing a springboard into employment in this exciting sector.				
Semester	Code	Title	Assumed Knowledge	Requisite
Students must complete the following sixty credit points (60CP) of subjects:				
J	BUSN12-201	Event Management		
J	HRTM12-201	International Food and Beverage Management		
M	HRTM12-203	Accommodation Management		
M	HRTM12-205	Revenue Management	ACCT11-100 MKTG11-100	
M	HRTM12-212	Workplace Health and Safety		
J	HRTM12-220	Sustainable Tourism and Indigenous Culture		
ZTOUM	40CP	Minor - Tourism Management		
In recent decades tourism has experienced extraordinary growth and is now one of the largest and fastest-growing sectors in the world economy. According to the United Nations World Tourism Organisation, in 2016 tourism was responsible for approximately 10 percent of world gross domestic product and about 11 percent of employment and this is forecast to grow at 3.3 percent a year for the long-term. Tourism has become a critical source of export income in many countries and regions and, accordingly, it has assumed economic and political importance. Private sector tourism organisations operating in the tourism space include hotel groups, cruise operators, airlines, major venues, and event management companies. Public sector organisations include regional tourism organisations, national, state and local government. These organisations employ specialists with skills in marketing, project and event management, accounting, finance, human resources, logistics, and data analytics. In a rapidly changing employment landscape tourism provides a long-term future where the human qualities of creativity, problem-solving and interpersonal communications are valued. The Tourism Management Major provides a good understanding of the industry and the employment opportunities providing a springboard into employment in this exciting sector.				
Semester	Code	Title	Assumed Knowledge	Requisite
Students must choose forty credit points (40CP) from the following Tourism and Hotel Management option:				
J	BUSN12-201	Event Management		
M	HRTM12-203	Accommodation Management		
J	HRTM12-204	Tourism: The Business of Happiness		
M	HRTM12-205	Revenue Management	ACCT11-100 MKTG11-100	
M	HRTM12-206	Tourism Analysis and Evaluation		
M	HRTM12-212	Workplace Health and Safety		
J	HRTM12-220	Sustainable Tourism and Indigenous Culture		