

Bachelor of Psychological Science

Marketing Major 2019

To fulfil the requirement for the Marketing major, you must complete 24 units of study with:

- one courses (3 units) at level I
- three courses (9 units) at level II
- four courses (12 units) at level III.

Please check [Course Planner](#) for restrictions, pre-requisite requirements, assumed knowledge, and incompatible courses.

For help planning your degree, book a time with a program advisor at www.bit.ly/spss-centre-bookings

LEVEL I Units

S1/S2	MARKETNG	1001	Introduction to Marketing	3
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LEVEL II

SS/S2	MARKETNG	2501	Consumer Behaviour	3
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S1	MARKETNG	2010	Marketing Strategy	3
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And 3 units from the following:

S1	MARKETNG	2506	Building and Managing Brands	3
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LEVEL III

S1	MARKETNG	3005	Communicating in a Digital World	3
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S2	MARKETNG	3501	Marketing to the World	3
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S2	MARKETNG	3504	Service Design and Marketing	3
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S2	MARKETNG	3006	Delivering Customer Insights	3
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S2	MARKETNG	3510	Contemporary Issues in Marketing	3
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