

# Bachelor of Psychological Science

## Marketing Major 2022



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 including the capstone

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 <https://calendly.com/uniofadelaid-fhms>

<u>LEVEL I</u>				<u>Units</u>
S1/S2	MARKETNG	1001	Introduction to Marketing	3
<u>LEVEL II</u>				
SS/S2	MARKETNG	2501	Consumer Behaviour	3
S1	MARKETNG	2010	Marketing Strategy	3
<i>And courses to the value of 3 units from the following:</i>				
S1	MARKETNG	2506	Building and Managing Brands	3
S1	MARKETING	2002	Marketing Analysis*	3
S1/2	MARKETING	2001	Digital Media in Business	3
<u>LEVEL III</u>				
S2	MARKETNG	3004	Marketing Planning Project	3
<i>And courses to the value of 9 units from the following:</i>				
S1	MARKETNG	3005	Marketing Communications in a Digital World	3
S1	MARKETNG	3006	Delivering Customer Insights	3
S2	MARKETNG	3501	Marketing to the World	3
S2	MARKETNG	3504	Service Design and Marketing	3
S2	MARKETNG	3510	Contemporary Issues in Marketing	3