



BACHELOR OF BUSINESS (MARKETING)

Course Summary Details

Student	International/Domestic
Duration	3 Years (6 semesters) (Full-time)
AQF Level	AQF 7
Delivery Mode	Face to Face on campus
Delivery Location	150 High Street, Preston, Melbourne VIC 3072

Course Overview

The Bachelor of Business (Marketing) course has been designed with significant industry and expert academic engagement to ensure that it is fit-for-purpose and addresses the needs and contemporary issues that graduates face in a changing global marketplace.

The Bachelor of Business (Marketing) course provides students with a Marketing major. Marketing can be applied to every industry domain be it service, manufacturing, private industry, government or the not for profit sector. Numerous career opportunities in fields such as communications, marketing research, branding, sales, retailing, customer service and logistics are available to graduates. The Marketing major integrates theory, practical skills and industry-based project units to create job ready graduates. Based on reports from Australian Department of Jobs and Small Business and The Quality Indicators for Learning and Teaching (QILT) there will be a steady increase in marketing-related employment in the next five years.

Assessments

A variety of assessment configurations and tasks are utilised in the Units that make up the MIHE Bachelor of Business (Marketing). These include class tests, oral presentations, video interviews, research and

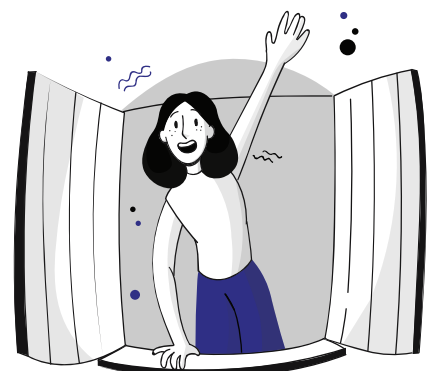
business report writing, group and individual tasks. Students will receive feedback throughout the semester that can help them to improve their academic performance. Each Unit has an early assessment task (weeks 3,4,5) to identify students at risk and to provide appropriate support. During the semester, assessment is distributed across the weeks for Units scheduled in that semester and year of the course (e.g. year 1 semester 1) to avoid too many assignments being due at the same time.

Course Design

The design of the Bachelor of Business (Marketing) ensures that students receive a broad education in business with a specific focus in marketing. The broad business course objectives are covered by twelve (12) compulsory business core Units. The discipline specific course objectives associated with marketing provide students with an in-depth study of marketing (vis-à-vis major). This learning is scaffolded and built through a sequence of eight (8) compulsory Marketing Units that build student's understanding, skills and application of marketing knowledge. This means a graduate will complete at least nine (9) Marketing Units in the degree (8 major Units plus Marketing Fundamentals Unit in the business core). Students may undertake a further two (2) Marketing Units as electives.

The degree comprises twenty-four (24) Units; twelve (12) core Units, plus eight (8) in the Marketing major plus four (4) electives.

The table below shows all twenty-four (24) units that are required to successfully complete the course, including their prerequisites:



Business Core Units

Unit codes	Unit Names	Prerequisite
MKT101	Marketing Fundamentals	Nil
MGT101	Management Fundamentals	Nil
ACC101	Introduction to Accounting	Nil
ECO101	Business Economics	Nil
BUS101	Business Communications	Nil
MGT120	Project Management 1	Nil
BUS120	Understanding, Analysing and Interpreting Information	Nil
BUS130	Technology for Business	Nil
LAW201	Introduction to Business Law	Nil
FIN201	Fundamentals of Finance	ACC101
BUS310	Data analytics	BUS120 and MKT220
BUS390	Capstone Project	Completed 16 Units

Marketing Major Units

Unit codes	Unit Names	Prerequisite
MKT110	Consumer Behaviour	Nil
MKT210	Advertising and Digital Marketing	MKT101
MKT220	Business Research and Marketing Insights	MKT101
MKT230	Services Marketing	MKT101
MKT240	International Marketing	MKT101
MKT350	Sales and Negotiation	Any level 2 Marketing Unit
MKT380	Branding	Any level 2 Marketing Unit
MKT390	Strategic Marketing	Completed 16 Units

Elective Units

Unit codes	Unit Names	Prerequisite
MGT210	Managing Innovation and Digital Transformation	MGT101
MGT220	Project Management II: Project Risk Management	MGT120
MGT230	Managing Organisations and Change	MGT101
MGT320	Project Management III: Managing Innovative Projects	MGT220
MKT250	Distribution Management	MKT101
MKT260	Not for Profit Marketing	MKT101

Credit and Recognition of Prior Learning

Prospective or enrolled MIHE students apply for Credit or RPL in writing and provide the following supporting documents to the Course Director or Dean for review:

- certified copies of their academic transcript, record of achievement, statement of results, testamur or other relevant evidence
- an explanation of what the results mean (usually found on the back of the transcript)
- an extract from the handbook, detailing the course structure and credit points (or equivalent weighting of the course)
- a unit syllabus including the assessment requirements for each unit seeking credit

Any credit or RPL awarded will be subject to MIHE Credit and Recognition of Prior Learning Policy and Procedure assessment on a case-by-case basis. The outcome of the applicant's RPL assessment should be included in the letter of offer.

For more detailed information, please refer to MIHE Credit and Recognition of Prior Learning Policy and Procedure.

Job Opportunities

- Communications
- Marketing Research
- Retailing
- Branding
- Sales
- Customer Service
- Logistics are available to graduates

