

# School of Business and Law

## CU47 Bachelor of Business/Bachelor of Professional Communication Marketing Major Part Time Course Planner – Term 1 2019 onwards

Year	Unit Code	Unit Name	CP	Requisites	Ad. Stand	Comp Term /Status
Year 1	ACCT11059**	Accounting, Learning and Online Communication	6			T1 2019
	COMM11110	Introduction to Public Relations	6			T1 2019
	HRMT11010**	Organisational Behaviour	6			T2 2019
	MGMT11109**	Introduction to Business	6			T2 2019
Year 2	COMM11003	Communication in Professional Contexts	6			T1 2020
	ECON11026**	Principles of Economics	6			T1 2020
	COMM11007	Media Writing	6			T2 2020
	COMM11108	Communicating for Social Change	6			T2 2020
Year 3	MRKT11028	Digital Marketing	6			T1 2021
	MGMT11167	Foundations of Social Innovation	6			T1 2021
	LAWS11030**	Foundations of Business Law	6			T2 2021
	MRKT11029**	Fundamentals of Marketing	6			T2 2021
Year 4	COMM12033^	Speech and Script	6	Pre-Req Completion of 36cp		T1 2022
	HRMT11011**	Human Resource Management	6			T1 2022
	JOUR12010	Feature Writing	6	Pre-Req COMM11007		T2 2022
	JOUR13001	Public Relations and the Media	6	Pre-Req COMM11007 & COMM11110		T2 2022
Year 5	COMM12018	Advanced Public Relations	6	Pre-Req Completion of 36cp, COMM11110, COMM11007 & JOUR19024		T1 2023
	COMM12022	Technology, Communication and Culture	6	Pre-Req Completion of 36cp		T1 2023
	COMM13119	Organisational Communication	6	Pre-Req Completion of 36cp		T2 2023
	MRKT19036	Marketing of Service Products	6	Pre-Req MRKT11028 OR MRKT11029		T2 2023
Year 6	MRKT19030	Marketing Communications	6	Pre-Req MRKT11029		T1 2024
	MRKT19038	Marketing Research & Analytics	6	Pre-Req MRKT11029		T1 2024
	MRKT19040	Strategic Marketing & Planning	6	Pre-Req MRKT11029 and Completion of 24cp of Marketing major units		T2 2024
	MRKT19037**	International Marketing	6	Pre-Req (MRKT11028 OR MRKT11029) & Completion of 72cp		T2 2024
Year 7	MRKT13014**	New Product Development & Branding	6	Pre-Req MRKT11029		T1 2025
	DGTL12004	Digital Publishing	6	Pre-Req Completion of 36cp		T1 2025
		<i>Advanced Elective (See Notes on Page 3)</i>	6			T2 2025
		<i>Advanced Elective (See Notes on Page 3)</i>	6			T2 2025
Year 8	DGTL12005	Contemporary Photomedia	6	Pre-Req Completion of 36cp		T1 2026
	MRKT19031	Consumer Behaviour	6	Pre-Req MRKT11028 OR MRKT11029		T1 2026
	COMM13110	Communication Project A	6	Pre-Req Completion of 48cp		T2 2026
		<i>Advanced Elective (See Notes on Page 3)</i>	6			T2 2026
<b>Total Units: 32</b>			<b>192</b>			

\*\* Available over Term 3

^ Alternate Years

✓ Completed

CP = Credit Points

**For information on the terminology used in the above Course Planner, please refer to the Glossary on the last page of this document.**

**Important Note:** This Course Planner has no formal or legal status but is used to assist students in planning their course.

Students should refer to the official University database and/or University transcripts to ensure they are meeting course requirements.

Last Updated: 15/03/2019

## MORE DETAILS:

To satisfy the requirements for the award of CU47 Bachelor of Business/Bachelor of Professional Communication (Marketing) students must complete 32 units (192 credit points).

### Recommended Study Schedule

Students should complete units in an order that is as close as possible to the recommended structure set out in this Course Planner. Students should concentrate on completing all first year units before moving on to second year units, and all second year units before moving on to third year units.

### Course Structure Requirements

In the CU47 Bachelor of Business/Bachelor of Professional Communication (Marketing), students are required to complete the following course structure:

- 21 Core Units
- 8 Marketing Major Units
- 3 Elective Units

### Course Duration Requirements

Full Time Duration                      4 years full time

Part Time Duration                      8 years part time

Please also note that if you fail units or take a Leave of Absence, your course duration and completion timeframe may be extended.

**Interim Awards**                              CG01 Diploma of Business Studies

**Exit Awards**                                      CG01 Diploma of Business Studies

### Deferment/Leave of Absence

Domestic students in the Bachelor of Business/Bachelor of Professional Communication (Marketing) degree are permitted to defer the initial offer of their degree for a maximum of 12 months before their offer is withdrawn. Furthermore, domestic students may also take an approved Leave of Absence (LOA) once they have commenced their course of study however only a maximum of 12 months can be granted without requesting further approval from the Head of Course.

You can apply for a deferment or LOA [here](#).

International students are not permitted to defer their initial offer or take a Leave of Absence unless otherwise discussed with their Home Campus.

## Credit Transfer

If you have undertaken study in the last ten years, or have relevant in-formal or non-formal learning, you may be eligible for credit towards your course. Please note that some courses have reduced timeframes within which prior study remains eligible for credit. Please refer to the [CQUni Handbook](#) for specific credit time limits relating to your course.

To submit an application for credit, please refer to the [Credit Calculator](#) or contact the Academic Pathways Team via their email [credit@cqu.edu.au](mailto:credit@cqu.edu.au). Further information about the credit process can also be found on the [Credit for Prior Learning](#) webpage.

Credit applications should be submitted at least four (4) weeks before the relevant term commences. Applications must be complete with all supporting documentation to be assessed by CQUniversity. CQUniversity cannot obtain documents from other institutions, organisations or individuals.

## Electives

Students in the CU47 Bachelor of Business/Bachelor of Professional Communication (Marketing) course must successfully complete a total of 3 Advanced Level Elective units.

Elective Units can be chosen from any Advanced Level 6 credit point, undergraduate level unit offered by CQUniversity provided that the pre-requisites and co-requisites have been met. Undergraduate Advanced Level Unit Codes begin with either a "12", "13", or "19" (e.g. MGMT19128).

It is worthwhile to also consider your employment opportunities and career goals when choosing Elective units as your electives chosen may assist in increasing your chances of gaining employment.

## Practicum/Work Integrated Learning (WIL) Requirements

### **COMM13110 Communication Project A**

Students undertake a work placement/external client project in their professional communication project/capstone unit (120 h), plus multiple assessment tasks with external clients in professional communication units.

If you have any questions about your course, please contact the Course Advice Team: [spc@cqu.edu.au](mailto:spc@cqu.edu.au) or by visiting <http://handbook.cqu.edu.au/eforms/index> and filling out the 'Ask a Course Advisor' e-form.

**PLEASE CHECK THE CQUNI HANDBOOK FOR ALL TERM AVAILABILITIES AND PRE-REQUISITES AS THEY MAY CHANGE FROM YEAR TO YEAR <http://handbook.cqu.edu.au>**

## GLOSSARY

- **Course**: A course is the combination of units that contribute towards either a CQUniversity award qualification or non-award study.
- **Course Code**: A course code identifies the specific course a student may be studying at CQUniversity.
- **Unit**: A unit is the individual subject students must complete in order to graduate from their course.
- **Unit Code**: A unit code identifies a specific unit that a student is enrolled in under their course.
- **Pre-Requisite (Pre-Req) Unit**: A pre-req unit is a unit which students must pass before being allowed to enrol in the subsequent unit.
- **Co-Requisite (Co-Req) Unit**: A co-req unit is a unit that must be studied at the same time as another unit.
- **Anti-Requisite (Anti-Req) Unit**: An anti-req unit is an old unit that has been replaced by a new unit and students are not permitted to study the old unit.
- **Credit Points (CP)**: Credit Points are the numerical value of a unit which contributes to the total Credit Points for a course.
- **Core Unit**: A core unit is a compulsory unit that a student must study to meet the requirements of their course.
- **Elective Unit**: An elective unit is a unit within a course that is not compulsory and students may have a choice in what unit they study, provided it meets the elective requirements of their course.
- **Major**: A major is a specific area within a course where a student specialises in and is normally made up of 8 units for undergraduate courses, and 4 units for postgraduate courses. Not all courses have majors.
- **Double Major**: A double major is where students specialise in 2 areas of study and is normally made up of 16 units. Double majors are normally only available in undergraduate courses.
- **Minor**: Like a major, a minor is a specific area within a course where a student specialises and is normally made up of 4 units.
- **Term**: A specified period of time for higher education units in which teaching, learning and assessment occurs. CQUniversity offers 3 Academic Terms per year: Term 1, Term 2 and Term 3.