



Sample Study Outline

Marketing

Program / Degree: [3554 B.Commerce \(Co-op\)](#)

Year	Term 1	UOC	Term 2	UOC	Term 3	UOC
1 st	COMM0999 – myBCom Blueprint COMM1100 Business Decision Making COMM1110 EvidenceBased Problem Solving COMM1120 Collaboration & Innovation in Business	6 6 6	COMM1140 Financial Management COMM 1150 Global Business Environments COMM1190 Data, Insights &Decisions	6 6 6	COMM1170 Organisational Resources COMM1180 Value Creation MARK2012 Marketing Fundamentals	6 6 6
	Total UOC	18	Total UOC	18	Total UOC	18
2 nd	COMM1999 – myBCom First Year Portfolio MARK2101 Industry Training 1 (12UOC) MARK2051 Consumer Behavior	12 6	MARK2052 Marketing Research General Education Option	6 6	General Education Option Elective Option* Elective Option*	6 6 6
	Total UOC	18	Total UOC	12	Total UOC	18
3 rd	MARK3202 Industry Training 2 (6UOC) MARK3092 Brand Management	6 6	MARK3202 Industry Training 2 (6UOC) Elective Option* MARK3303 Industry Training 3 (6UOC)	6 6 6	MARK3082 Strategic Marketing MARK3303 Industry Training 3 (6UOC) (Completion of MARK3303 will meet program FYS requirements)	6 6
	Total UOC	12	Total UOC	18	Total UOC	12

COMM3999

4 th	Prescribed Elective	6	Prescribed Elective	6
	Elective Option*	6	Elective Option*	6
			Elective Option*	6



HIGHLY RECOMMENDED THAT STUDENTS FOLLOW THIS SEQUENCE OF COURSES IN YEAR 1

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