

**Bachelor of Business Administration with Honours in Marketing**  
**Year 3 Entry**

- Core Courses
- Concentration Core Courses
- Concentration Elective Courses
- Business Elective Courses
- University Core Courses
- GIP Courses

YEAR 3			YEAR 4	
AUTUMN	SPRING	SUMMER	AUTUMN	SPRING
BUS 3068BEF (3 credit-units) Business Issues and Ethics	MKT 3062BEF (3 credit-units) Marketing Research and Analytics	BUS 3098BEF (6 credit-units) Business Internship	BUS 4028BEF (6 credit-units) Investigating Entrepreneurial Opportunities	BUS 4088BEF (3 credit-units) Business Sustainability: Theory and Practice
DB 3047BEF (3 credit-units) Marketing Dynamics in the Digital Age	MKT 3063BEF (3 credit-units) Consumer Behaviour		MKT 4063BEF (3 credit-units) e-Retailing	MGT 4098BEF (3 credit-units) Business Strategy
MKT 3066BEF (3 credit-units) Marketing Communications	Concentration Elective Course (3 credit-units)		MKT 4077BEF (3 credit-units) Brand Management	MKT 4062BEF (3 credit-units) Strategic Marketing
Business Elective Course (3 credit-units)	Business Elective Course (3 credit-units)		Business Elective Course (3 credit-units)	Concentration Elective Course (3 credit-units)
	UNI 2002BEW (3 credit-units) Co-creating with AI: Communication and Teamwork for the Future		UNI 1012ABW (1 credit-unit) Social Responsibilities	Business Elective Course (3 credit-units)
	UNI 3002BEW (3 credit-units) AI, Sustainability, and Entrepreneurial Leadership			UNI 1002ABW (2 credit-units) University Core Values
GIP 300BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 3)			GIP 400BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 4)	

The course offering schedule is subject to change without prior notice. The suggested study plan is for reference only. Please refer to the Advice on Course Selection issued by the Registry for your specific cohort prior to course enrollment.