

The University of Wollongong - Programme Structure & Subjects Offer
 Bachelor of Commerce (Marketing) - Part Time

Subjects Offer

Trimester	Duration	MKTG 2/09 Intake		MKTG 4/09 Intake		MKTG 2/10 Intake		MKTG 4/10 Intake		MKTG 2/11 Intake	
		UoW	PSB Bridging	UoW	PSB Bridging	UoW	PSB Bridging	UoW	PSB Bridging	UoW	PSB Bridging
1, 2011	3 Jan - 24 Apr	MARK333	BE	MARK333	BE	MARK333	BE	MARK333	BE		
		MARK343	BCS	MARK343	BCS	MARK343	BCS	MARK343	BCS		
		MGMT309	BMS	MGMT309	BMS	MGMT309	BMS	MGMT309	BMS		
		MGMT316		MGMT316		MGMT316		MGMT316			
2, 2011	25 Apr - 14 Aug	COMM351	OPD	COMM351	OPD	COMM351	OPD	COMM351	OPD	COMM351	OPD
		MARK217		MARK217		MARK217		MARK217		MARK217	
		MARK344		MARK344		MARK344		MARK344		MARK344	
		MARK395		MARK395		MARK395		MARK395		MARK395	
		MGMT314		MGMT314		MGMT314		MGMT314		MGMT314	
		MGMT350		MGMT350		MGMT350		MGMT350		MGMT350	
3, 2011	15 Aug - 04 Dec			COMM101	OPD	COMM101	OPD	COMM101	OPD	COMM101	OPD
				MARK205	POM	MARK205	POM	MARK205	POM	MARK205	POM
				MARK270		MARK270		MARK270		MARK270	
				MARK333		MARK333		MARK333		MARK333	
				MGMT200		MGMT200		MGMT200		MGMT200	
				MGMT257		MGMT257		MGMT257		MGMT257	
Year End Trimester Break					FAI		FAI		FAI		
1, 2012	2 Jan - 22 Apr					MARK301	BE	MARK301	BE	MARK301	BE
						MARK343		MARK343		MARK343	
						MGMT309		MGMT309		MGMT309	
						MGMT316		MGMT316		MGMT316	
2, 2012	23 Apr - 12 Aug					COMM331	OPD	COMM331	OPD	COMM331	OPD
						MARK217		MARK217		MARK217	
						MARK344		MARK344		MARK344	
						MARK395		MARK395		MARK395	
						MGMT314		MGMT314		MGMT314	
				MGMT350		MGMT350		MGMT350			

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3, 2012	13 Aug - 02 Dec							COMM101	OPD	COMM101	OPD
								MARK205	POM	MARK205	POM
								MARK270		MARK270	
								MARK333		MARK333	
								MGMT200		MGMT200	
								MGMT257		MGMT257	
Year End Trimester Break									FAIL		FAIL
1, 2013	07 Jan - 28 Apr									MARK301	BE
										MARK343	
										MGMT309	
										MGMT316	
2, 2013	29 Apr - 18 Aug									COMM331	OPD
										MARK217	
										MARK344	
										MARK395	
										MGMT314	
										MGMT350	

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Programme Structure							
		MKTG 2/09 Intake	MKTG 4/09 Intake	MKTG 2/10 Intake	MKTG 4/10 Intake	MKTG 2/11 Intake	Subject Title
		Bridging	Bridging	Bridging	Bridging	Bridging	
		OPD	OPD	OPD	OPD		Organisational Planning & Development
		POM	POM	POM	POM		Principles of Marketing
		BE	BE	BE	BE		Business Economics
							Financial Accounting II
		BCOM Core	BCOM Core	BCOM Core	BCOM Core	BCOM Core	
		ACCY100	ACCY100				Accounting 1A
		ACCY102	ACCY102				Accounting 1B
				COMM101	COMM101		Principles of Responsible Commerce
				COMM331	COMM331		Simulation of a Socially Innovative Enterprise
		COMM351	COMM351				Business Ethics & Governance
				FIN111	FIN111		Introductory Principles of Finance
		MKTG Major	MKTG Major	MKTG Major	MKTG Major	MKTG Major	
		MARK201	MARK201				Applied Marketing Research A
		MARK202	MARK202				Applied Marketing Research B
				MARK205	MARK205		Introductory Marketing Research
		MARK217	MARK217	MARK217	MARK217		Consumer Behaviour
		MARK270	MARK270	MARK270	MARK270		Services Marketing
		MARK301	MARK301	MARK301	MARK301		Internet Applications for Marketing
		MARK333	MARK333	MARK333	MARK333		Marketing Communications & Advertising
		MARK343	MARK343	MARK343	MARK343		International Marketing
		MARK344	MARK344	MARK344	MARK344		Marketing Strategy
				MARK395	MARK395		Tourism Marketing
		Electives	Electives	Electives	Electives	Electives	
		MARK395	MARK395				Tourism Marketing
		MGMT200	MGMT200	MGMT200	MGMT200		Management and Electronics Business
		MGMT257	MGMT257	MGMT257	MGMT257		Principles of Supply Chain Management
		MGMT309	MGMT309	MGMT309	MGMT309		Supply Chain Strategies
		MGMT314	MGMT314	MGMT314	MGMT314		Strategic Management
		MGMT316	MGMT316	MGMT316	MGMT316		Operations Management
		MGMT350	MGMT350	MGMT350	MGMT350		Continuous Quality Improvement
Total (without bridging)							

FIN111 This is not a subject that is formally offered in the Marketing program, but for those Marketing students who do not receive credit for FIN111, they will still be able to take the subject as it is offered in the SCM program.
MGMT256 This is not a subject that is formally offered in the Marketing program, but for those Marketing students who wish to take this as an elective, they need to seek approval from the university as it is offered in the ST program.
MGMT2328 This is not a subject that is formally offered in the Marketing program, but for those Marketing students who wish to take this as an elective, they need to seek approval from the university as it is offered in the ST program.

All information provided is correct at the time of issue.

The University and PSB reserve the rights to amend the information when it is deemed necessary.