

Bachelor of Business majoring in Marketing for the Digital Age

Structure and Subjects Offerings Information



Links to Helpful Resources:

- To enrol subject(s) via the MyStudent portal:
[Basic Steps to Self-enrol subjects](#)
- To withdraw subject(s) via the MyStudent portal:
[Step to Withdraw subjects](#)
- [Course and Subject Handbook](#)
- [StudentFirst \(To check your timetable\)](#)

Course Structure: 18 core subjects



6 elective subjects

Core subjects' offerings information ✓ = offered ; blank box = not offered

18 CORE SUBJECTS			2026	2027	2027	2027
Core Subject code	Core Subject Title	Pre-requisite requirements & Notes about inadmissible information (If any) Each subject is equivalent to 3 credit points (CP)	TR3	TR1S	TR2	TR3
BU1002	Accounting for Decision Making		✓	✓	✓	✓
BU1003	Principles of Economics		✓	✓	✓	✓
BU1007	Principles of Data Analysis for Business		✓	✓	✓	✓
BU1104	Introduction to Management Concepts and Application		✓	✓	✓	✓
BU1105	Professional and Academic Skills for Business		✓	✓	✓	✓
BU1108	Marketing Matters		✓	✓	✓	✓
BU1109	Career Development for Business Professionals		✓	✓	✓	✓
BU1112	Business Law		✓	✓	✓	✓
BU2001	The Future of Work: Seminar Series	24 credit points of undergraduate subjects	✓	✓	✓	✓
BX2081	Consumer Behaviour	BU1108	✓	✓	✓	
BX2082	Advertising, Promotions and Mobile Marketing	BU1108 - allow concurrent with BU1108		✓		✓
BX2084	Sales, Services, Business Development and the Digital Fr	BU1108	✓	✓	✓	
BX2184	Marketing, Consumerism and Sustainability	BU1108	✓	✓		✓
BX3081	Social Media Marketing	BU1108 AND 18 CP of subjects	✓		✓	✓
BX3082	International Marketing in the Global Village	BU1108 AND 18 cp of subjects	✓		✓	✓
BX3182	Digital Analytics for Marketing	BU1007, BU1108 AND 12 CP OF UNDERGRADUATE SUBJECTS	✓	✓		✓
BX3186	Marketing for Social Change	24 CP OF SUBJECTS	✓		✓	
BU3102 Multidisciplinary Project OR BU3101 Professional Internship OR BU3103 Independent Project		36CP of BU or BX subjects, or at the discretion of the Dean. All students must complete compulsory WIL preparation in full to be eligible to apply for a WIL capstone subject.	✓	✓	✓	✓
			✓	✓	✓	✓
			✓	✓	✓	✓

Core subjects of Marketing for the Digital Age Major

6 ELECTIVE SUBJECTS

2 undergraduate subjects
Level 1 or 2 or 3



1 undergraduate subject
Level 2



2 undergraduate subjects
Level 2 or 3



1 undergraduate subject
Level 3

Guide: Refers to the list of Undergraduate subjects in this page to choose the relevant & preferred electives.

Please Note: The information provided above is accurate as of the date stated below. Subject offerings are subject to change prior to the commencement of the relevant trimester to meet academic or operational requirements. We appreciate your understanding.

Updated on 25 September 2026