

# COURSE DELIVERY PLAN 2023

## Bachelor of Business (Majoring in Marketing BMAMRK)

COURSE CODE: BBNS

CAMPUS	Victoria University (VU) Online
COLLEGE	Victoria University Business School
STUDY MODE	Full Time or Part Time
DURATION	3 years Full Time or Part Time equivalent
FEE TYPE	For information on course fees, refer to <a href="http://vu.edu.au/fees">http://vu.edu.au/fees</a>
APPLICATION METHOD	VTAC - <a href="https://vtac.edu.au">https://vtac.edu.au</a> Direct Application - <a href="https://gotovu.custhelp.com/app/landing">https://gotovu.custhelp.com/app/landing</a>
TIMETABLE	NA

### COURSE COMPLETION RULES

To attain the Bachelor of Business, students will be required to complete 288 credit points consisting of:

- 96 credit points of Core units
- 96 credit points of Major studies selected from the approved list (includes BSK2001 and BSK3000)
- 96 credit points made up of either:

Option A:

- BSK1001 Ethics and Sustainability AND
- BSK3001 Workplace Learning AND
- 72 credit points of 2nd Major studies from the approved list

OR

Option B:

- BSK1001 Ethics and Sustainability AND
- BSK3001 Workplace Learning AND
- 48 credit points of Minor studies taken from any minor approved for VU Online (not already taken) AND
- 24 credit points of elective units taken from any major or minor approved for VU Online (not already taken).

OR

Option C:

- BSK1001 Ethics and Sustainability AND
- BSK3001 Workplace Learning AND
- 48 credit points of elective units taken from any major or minor offered in BBNS (not already taken) AND
- 24 credit points of elective units from across the University.



For further course information phone 1300 VICUNI / [vu.edu.au](http://vu.edu.au)  
Victoria University CRICOS Provider No. 00124K (Melbourne), 02475D (Sydney)

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<b>FURTHER INFORMATION</b>	Unit and course information is available from the University course search site at <a href="http://vu.edu.au/course-search">http://vu.edu.au/course-search</a> or go to <a href="https://askvu.vu.edu.au">https://askvu.vu.edu.au</a> or Phone VU Online on 1300 986 111
<b>COURSE CHAIR</b>	Leicha Bragg
<b>COURSE ADVICE</b>	Leicha.Bragg@vu.edu.au

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**Note:** Students are required to enrol in all units for semester 1 and 2, and are not permitted to enrol in more than 48 credit points per semester as a full-time load.

**Core/Elective** Core (a unit that must be completed) & Elective (you have some choice in what you select).

**Prerequisites** A number of units within the degree have 'prerequisites'. These prerequisites must be met before enrolment in the unit is permitted. Generally these prerequisites require the successful completion of a unit or units taken at an earlier stage in the course. Students should pay particular attention to these prerequisite requirements as failure to meet these can seriously hinder progression through the course.

This course Delivery Plan is specifically for students completing the BBNS Bachelor of Business Majoring in **Marketing**.

Launch your career in the creative and fast-paced world of marketing, with the Bachelor of Business majoring in Marketing.

As part of your studies, you will gain practical, industry-relevant skills by:

- examining markets and customers
- developing marketing strategies for product and service innovation, brand development and management
- exploring marketing communication and marketing in the digital space
- enhancing your understanding of global environments and contemporary sustainability issues.

You will have the opportunity to develop and build connections with industry professionals through real-life case studies, industry speakers, marketing internships. VU students enjoy complementary membership with the Australian Marketing Institute, granting access to a range of benefits.

You'll be job-ready before you graduate, with internationally transferrable skills. This will enable you to tackle changing technologies and connect brands, products and services to their target markets through emotive storytelling and creative solutions.

**This course Delivery Plan outlines the ideal unit study path for students beginning their Studies in Semester 1 Block 1 of the year.**

**If you are starting your course in a Block other than Semester 1 Block 1 or have any queries about your study path if you have missed a Block of Study, please contact your Student Success Advisor on 1300 986 111.**

## List of minor/s available in this course

BMIHRM Human Resource Management  
BMIMAI Management and Innovation

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## YEAR 1 (2023)

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BAO1000	Financial Literacy and Decision Making	Core	2B3	12	Online	NIL
BEO1000	Business Data Analytics and Visualisation	Core	2B4	12	Online	NIL

## YEAR 2 (2024)

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BEO1001	Economic Concepts and Application	Core	S1B1	12	Online	NIL
BHO1000	Marketing Theory and Practice	Core	S1B2	12	Online	NIL
BLO1105	Business Law	Core	S1B3	12	Online	NIL
BMO1000	People and Organisations	Core	S1B4	12	Online	NIL
BMO2005	Innovation and Entrepreneurship	Core	S2B1	12	Online	NIL
BSK1000	My Business Future	Core	S2B2	12	Online	NIL
BSK1001	Ethics and Sustainability	Core	S2B3	12	Online	NIL
BSK2001	My Professional Brand	Major	S2B4	12	Online	NIL

## YEAR 3 (2025)

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BHO2007	Brand and Innovation	Major	S1B1	12	Online	NIL
BHO2008	Strategic Consumer Insights	Major	S1B2	12	Online	NIL
BHO3001	Service Design and Marketing	Major	S1B3	12	Online	NIL
BHO3004	Digital Marketing	Major	S1B4	12	Online	BHO1000
BHO2265	Integrated Marketing Communications	Major	S2B1	12	Online	NIL
BHO2285	Marketing Research	Major	S2B2	12	Online	NIL

**STUDENTS CAN CHOOSE 6 UNITS FROM A SECOND MAJOR OR 4 UNITS FROM THE AVAILABLE MINORS AND/OR ELECTIVE UNITS FROM MAJOR AND MINORS UNITS ON THE PAGES BELOW**

Major 2 Unit 1 or Minor Unit 1 or Elective 1	Minor/Elective	S2B3	12	Online	NIL
Major Unit 2 or Minor Unit 2 or Elective 2	Minor/Elective	S2B4	12	Online	NIL

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## YEAR 4 (2026)

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
	Major 2 Unit 3 or Minor Unit 3 or Elective 3	Minor/Elective	S1B1	12	Online	NIL
	Major 2 Unit 4 or Minor Unit 4 or Elective 4	Minor/Elective	S1B2	12	Online	NIL
	Major 2 Unit 5 or Elective Unit 1 or 5	Elective	S1B3	12	Online	NIL
	Major 2 Unit 6 or Elective Unit 1 or 6	Elective	S1B4	12	Online	NIL
BSK3001	Workplace Learning	Core	S2B1	12	Online	NIL
BSK3000	Professional Business Project	Major	S2B2	12	Online	BMO2005

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If you are completing a second major as part of your BBNS you're the units you need to complete below for either Human Resource Management or Management & Innovation

If you are only completing one major, you can choose elective units from the units below

To complete a minor in either Human Resource Management or Management & Innovation, please see the specific units listed under 'minors'

## MAJORS

### Human Resource Management BMAHRM

Become a skilled, in-demand HR professional by studying the Human Resource Management major.

You will gain the expertise necessary to succeed in various HR roles, including:

- staff recruitment
- change management
- workplace diversity and inclusion strategies
- professional development and training
- employee relations
- people-related analytics.

Throughout your study, you will apply your learning to real-world scenarios, developing relevant and important career skills and strategies. You will also gain invaluable professional experience as part of your studies, with an internship at a globally recognised, locally based organisation. VU's Bachelor of Business (Human Resource Management) is professionally accredited by the Australian Human Resources Institute (AHRI). As a graduate of this major, you will meet HR best practice and standards recognised in Australia and overseas.

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BMO2003	Human Resource Development	Minor	2B3 2025	12	Online	NIL
BMO2009	Managing People	Minor	2B4 2025	12	Online	NIL
BMO3005	Diversity and Wellbeing	Minor	1B1 2026	12	Online	NIL
BMO3009	People Systems	Minor	1B2 2026	12	Online	NIL
BMO2010	Employment and Workplace Relations	Major	1B3 2026	12	Online	NIL
BMO3332	Managing Organisational Change	Major	1B4 2026	12	Online	NIL

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## Management and Innovation BMAMA

This, practical, hands-on major will equip you with the knowledge and skills you need to lead and enhance innovation for organisational growth as an: eCommerce Manager, Knowledge Manager, Entrepreneur, Venture Capitalist, Digital Business Analyst, Digital Business Process Administrator, Digital Project Administrator, Data Communicator. You will engage with and work alongside industry experts whose narratives will inform your decision-making and challenge your approach to leadership and what this means in an innovative context.

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BMO2008	Digital Business	Minor	2B3 2025	12	Online	NIL
BMO2014	Leadership	Minor	2B4 2025	12	Online	NIL
BMO3002	Knowledge Management	Minor	1B1 2026	12	Online	NIL
BMO2002	Strategic Management	Major	1B2 2026	12	Online	NIL
BMO3010	Entrepreneurial Venture Scale Up	Major	1B3 2026	12	Online	NIL
BMO3332	Managing Organisational Change	Major	1B42026	12	Online	NIL

## MINORS

### Human Resource Management BMIHRM

This Human Resource Management (HRM) minor offers essential disciplinary knowledge, combining theory with practical application to be relevant to the everyday work environment. Students will engage in individual and group activities, oral presentations, written assessments and examinations to demonstrate their skills development in critical thinking and problem solving.

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BMO2003	Human Resource Development	Minor	2B3 2025	12	Online	NIL
BMO2009	Managing People	Minor	2B4 2025	12	Online	NIL
BMO3005	Diversity and Wellbeing	Minor	1B1 2026	12	Online	NIL
BMO3009	People Systems	Minor	1B2 2026	12	Online	NIL

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## Management and Innovation BMIMAI

This minor in Management & Innovation provides you an insight into the wide and varied entrepreneurial and management organisations and roles. You will be exposed to units such strategic management, innovation and entrepreneurship, business ethics, knowledge management for innovative organisations and managing organisational change. These units will provide you deep learning that will allow you the capacity to apply entrepreneurial approach to innovation in organisations or pursuing entrepreneurial ideas for commercialisation.

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BMO2008	Digital Business	Minor	2B3 2025	12	Online	NIL
BMO2014	Leadership	Minor	2B4 2025	12	Online	NIL
BMO3002	Knowledge Management	Minor	1B1 2026	12	Online	NIL
BMO3332	Managing Organisational Change	Minor	1B4 2026	12	Online	NIL