



## Sample Study Outline

# Marketing

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

Year	Term 1	UOC	Term 2	UOC	Term 3	UOC
1 <sup>st</sup>	<b>COMM0999 – myBCom Blueprint</b> 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 <b>MARK2012 Marketing Fundamentals</b>	6 6 6
	<b>Total UOC</b>	<b>18</b>	<b>Total UOC</b>	<b>18</b>	<b>Total UOC</b>	<b>18</b>
2 <sup>nd</sup>	<b>COMM1999 – myBCom First Year Portfolio</b> <b>MARK2101 Industry Training 1 (12UOC)</b> <b>MARK2051 Consumer Behavior</b>	12 6	<b>MARK2052 Marketing Research</b> General Education Option	6 6	General Education Option Elective Option* Elective Option*	6 6 6
	<b>Total UOC</b>	<b>18</b>	<b>Total UOC</b>	<b>12</b>	<b>Total UOC</b>	<b>18</b>
3 <sup>rd</sup>	<b>MARK3202 Industry Training 2 (6UOC)</b> <b>MARK3092 Brand Management</b>	6 6	<b>MARK3202 Industry Training 2 (6UOC)</b> Elective Option* <b>MARK3303 Industry Training 3 (6UOC)</b>	6 6 6	<b>MARK3082 Strategic Marketing</b> <b>MARK3303 Industry Training 3 (6UOC)</b> (Completion of MARK3303 will meet program FYS requirements)	6 6
	<b>Total UOC</b>	<b>12</b>	<b>Total UOC</b>	<b>18</b>	<b>Total UOC</b>	<b>12</b>

COMM3999

4 <sup>th</sup>	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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