

**Bond Business School STRUCTURES**  
MAJORS in the BOND BUSINESS SCHOOL

ACCT	ACCOUNTING MAJOR	COMMERCE	
ACSC	ACTUARIAL SCIENCE MAJOR	COMMERCE	Not available to 3 Year Programs
DTSC	DATA ANALYTICS MAJOR	COMMERCE	Not available to 3 Year Programs
ECON	ECONOMICS MAJOR	COMMERCE	Not available to 3 Year Programs
FINC	FINANCE MAJOR	COMMERCE	
ENTI	ENTREPRENEURSHIP AND INNOVATION MAJOR	BUSINESS	Not available to 3 Year Programs
IBUS	INTERNATIONAL BUSINESS MAJOR	BUSINESS	
MGMT	MANAGEMENT MAJOR	BUSINESS	
MKCM	MARKETING COMMUNICATION MAJOR	BUSINESS	
MKTG	MARKETING MAJOR	BUSINESS	
TOUM	TOURISM MANAGEMENT MAJOR	BUSINESS	Not available to 3 Year Programs

**Please Note**

Please Note		Changes to Subject Codes or Names			
OLD CODE	NEW CODE	TITLE			
	BCDP02-005	Marketing Fundamentals	New Name		
HRTM12-209	BUSN12-201	Event Management	New Subject BUSN12-201 - Event Management replacing HRTM12-209 - Event Management		
IBUS11-314	BUSN13-302	Asia Study Tour	New Subject Code BUSN13-302 Asia Study Tour - Replacing IBUS11-314		
IBUS13-313	BUSN13-303	Europe Study Tour	New Subject Code BUSN13-302 Europe Study Tour - Replacing IBUS13-313		
	ECON12-202	Macroeconomics	New Name		
	HRTM12-203	Accommodation Management	New Name		
	HRTM12-205	Revenue Management	New Name		
IBUS12-251	MGMT13-328	Strategic Management	New Subject MGMT13-328 Strategic Management - Replacing IBUS12-251 - Concepts of Strategy		
IBUS12-250	MGMT12-201	International Business	New Subject MGMT13-329 International Business - Replacing IBUS12-250		
	MKTG11-100	Marketing Fundamentals	New Name		
MKTG12-301	MKTG12-205	Consumer and Buyer Behaviour	New Subject MKTG12-205 Consumer and Buyer Behaviour - Replacing MKTG12-301		
	MKTG13-303	Market Research	New Name		

ACCT	60CP	ACCOUNTING MAJOR		
<p>A major in accounting from Bond University will give you entry into a respected and enduring global profession and substantial options when choosing a career. Forget about being labelled as a “number cruncher”, an accountant plays an influential role in the achievement of an entity’s entire range of objectives – not just the financial ones. Accountants are needed in government, NGOs, charities, universities, businesses of all structures and sizes, and more. The range and content of our subjects in our accounting major will give you the knowledge and skills from which you can set your sights on a role as a financial accountant, management accountant, auditor, tax specialist, business consultant, business analyst, treasurer, finance manager, or if none of these appeal to you, a very savvy business owner or entrepreneur. With a wide range of authentic assessment that reflect actual practice, this major will take you places.</p>				
Semester	Code	Title	Assumed Knowledge	Requisite
<b>You must complete the following six subjects:</b>				
J	ACCT12-202	Financial Accounting and Company Reporting	ACCT11-100, LAWS10-100 or LAWS11-105 or LAWS11-110	
M/S	ACCT12-203	Taxation Practice for Accountants	ACCT11-100, LAWS10-100 or LAWS11-105 or LAWS11-110	
J	ACCT12-211	Accounting Information Systems	ACCT11-100	
M/S	ACCT13-303	Advanced Financial Accounting and Reporting	ACCT12-202	
J	ACCT13-305	Auditing	ACCT12-202 or ACCT13-301	
J/S	ACCT13-306	Data Analytics for Accountants	ACCT11-102, ACCT12-202, ACCT12-211	
ACSC	60CP	ACTUARIAL SCIENCE MAJOR		
<p>Actuaries evaluate risk and opportunity – applying mathematical, statistical, economic and financial analyses to a wide range of business problems. The actuarial science major covers the range of technical skills included in the Foundations (Part I) program of the actuarial accreditation syllabus. These topics range from basic finance and accounting to economic theory and mathematical and statistical modelling.</p>				
<b>You must complete the following five subjects:</b>				
M/S	ACSC12-200	Mathematical Statistics	STAT11-112	
J	ACSC12-201	Financial Mathematics	STAT11-112	
M	ACSC13-301	Contingencies		ACSC12-201
J/S	ACSC13-305	Actuarial and Financial Models		ACSC12-200_CONCUR, ACSC12-201
J/S	ACSC13-306	Stochastic Processes		ACSC12-200
M/S	ACSC13-307	Survival Analysis		ACSC12-200

DTSC	60CP	DATA ANALYTICS MAJOR		
<p>The Big Data major provides a strong survey into the concepts and applications of modern machine learning and data analytics. It contains units in analysis coding as well as advanced non-parametric statistical modelling and pattern recognition algorithms. In addition, focus is placed on ensuring students see the relevant application of these techniques to real industry data.</p>				
<b>You must complete the following three subjects:</b>				
J/S	DTSC12-200	Data Science		
M	DTSC13-301	Applied Machine Learning	STAT11-112	DTSC12-200
M	DTSC13-302	Statistical Learning and Regression Models	ECON12-200, DTSC12-200	
<b>Plus two subjects from the following options:</b>				
M/S	ACSC13-307	Survival Analysis		ACSC12-200
J/S	DTSC11-100	Business Analytics Coding		
S	DTSC11-110	Cyber and Fraud Threats in Organisations		
J/S	DTSC13-300	Infrastructure for Data Analytics	STAT11-112	
S	ECON13-300	Advanced Econometrics	ECON12-200	
<b>Plus one subject from the following options:</b>				
	DTSC13-303	Data Analytics Case Studies		DTSC13-301, DTSC13-302
S	DTSC13-304	Applied Data Analytics Project		DTSC13-301, DTSC13-302
ECON	60CP	ECONOMICS MAJOR		
<p>Economics is a social science that uses the scientific method of enquiry in its approach to understand how societies, governments, businesses, households, and individuals allocate their scarce resources. An undergraduate major in economics focuses on of clear-headed logic. It involves the use of mathematical and statistical tools whenever possible to assist in this analysis. Learning how to understand the world in terms of trade-offs and incentives. An economics major assists in learning how to analyse data as well as the development</p>				
Semester	Code	Title	Assumed Knowledge	Requisite
<b>You must complete the following four subjects:</b>				
S	ECON12-201	Markets and Corporate Behaviour	ECON11-100	
J/M/S	ECON12-202	Macroeconomics	ECON11-100	
J	ECON13-301	Game Theory and Strategic Decision Making	ECON12-201, STAT11-112	
M	ECON13-302	Business Conditions Analysis	ECON12-202	
<b>Plus two subjects from the following options:</b>				
S	ECON13-300	Advanced Econometrics	ECON12-200	
J/M	ECON13-303	International Trade	ECON11-100	
S	ECON13-305	Money and Monetary Policy	ECON12-202	
FINC	60CP	FINANCE MAJOR		
<p>The demand for financial expertise across all business functions is global, extensive, and persistent. The scope and depth of subjects studied in Bond University's finance major develop knowledge and skills that range from finance fundamentals and progress all the way to those competencies necessary for a merger and acquisition professional. Our finance major prepares you for an influential role as a corporate and personal finance authority. Career options are as varied as they are extensive and include financial advisor, business analyst, banker, fund manager, investment banker, stockbroker, and merger and acquisition specialist. The knowledge gained from our finance major will position you to have an interesting and rewarding career anywhere in the world.</p>				
<b>You must complete the following four subjects:</b>				
J/S	FINC13-301	Corporate Finance	FINC11-101	
J/M	FINC13-303	Portfolio Analysis and Investment Management	FINC11-101	
J/S	FINC13-307	International Finance	FINC11-101	
J/S	FINC13-308	Personal Finance		
<b>Plus two subjects from the following options:</b>				
J	ACSC12-201	Financial Mathematics	STAT11-112	
J/S	ACSC13-305	Actuarial and Financial Models		ACSC12-200_CONCUR, ACSC12-201
M/S	DTSC13-305	Financial Trading Systems	DTSC12-200	
M/S	FINC13-304	Financial Markets and Institutions	FINC11-101	
S	FINC13-305	Financial Derivatives	FINC11-101, FINC13-303	

ENTI	60CP	ENTREPRENEURSHIP AND INNOVATION MAJOR		
<p>This major will appeal to those enterprising individuals with an eye towards their own start-up business, or who are keen to work as an “intrepeneur” inside an organisation. Students will gain skills in ideation, creativity and innovation in planning a business and developing a viable business model. Through experiential learning and support from industry experts, students will graduate with contemporary and best practice knowledge, insights, and strategies with which to implement effective management practices and bring a business idea into fruition.</p>				
<b>You must complete the following three subjects:</b>				
S	COLB12-120	Design: Process, Methods and Mindsets		
J	ENFB13-304	New Venture Planning		
M	ENFB13-305	Entrepreneurial Finance		
<b>Plus three subjects from the following options:</b>				
M/S	MGMT13-328	Strategic Management		
J/S	MGMT13-321	Negotiation	CORE11-002 or MGMT11-101	
M/S	MKTG13-303	Market Research	MKTG11-100	
J/M	MKTG13-312	Internet and Social Media Marketing	MKTG11-100	
IBUS	60CP	INTERNATIONAL BUSINESS MAJOR		
<p>The International Business major prepares students for a variety of roles in today’s fast-changing and ever more competitive international business environment. The subjects offered in this major develop theoretical and practical knowledge, and analytical and entrepreneurial skills, that underpin success in international trade.</p>				
<b>You must complete the following four subjects:</b>				
J/M	ECON13-303	International Trade	ECON11-100	
J/S	FINC13-307	International Finance	FINC11-101	
	IBUS11-310	Doing Business Globally	IBUS12-250	
M/S	MGMT12-201	International Business		
<b>Plus two subjects from the following options:</b>				
M/S	MGMT13-328	Strategic Management		
J/M	MGMT13-324	Cross Cultural Management	CORE11-002 or MGMT11-101	
J/S	MKTG13-301	International Marketing	MKTG11-100	
MGMT	60CP	MANAGEMENT MAJOR		
<p>This major provides students with a holistic body of knowledge, skills and strategies that are critical to long-term organisational success. The scope of subjects covered in the Management Major provides students with the ability to identify strategic problems and develop viable, value-add solutions for a range of organisational issues that present at different organisational levels.</p>				
Semester	Code	Title	Assumed Knowledge	Requisite
<b>You must complete the following four subjects:</b>				
M/S	MGMT13-328	Strategic Management		
J/S	MGMT13-305	Human Resource Management		
J/M/S	MGMT13-311	Managing Strategic Change	CORE11-002	
J/S	MGMT13-321	Negotiation	CORE11-002 or MGMT11-101	
<b>Plus two subjects from the following options:</b>				
	MGMT11-201	Responsible and Sustainable Business		
J	MGMT13-320	Leadership		
J/M	MGMT13-324	Cross Cultural Management	CORE11-002 or MGMT11-101	
	MGMT13-327	Operations and Supply Chain Management		

MKCM	60CP	MARKETING COMMUNICATION MAJOR	
<p>The field of marketing communications is in a state of constant change. By studying a Marketing Communications major, students will develop the practical skills, built on a foundation of theory, to meet the needs of this ever-evolving industry. Students will acquire transferable and adaptable knowledge in strategic communication, public relations, advertising and/or digital communication. Via case study analysis, campaign creation and hands-on skill development, students will gain industry knowledge and expertise in a small-class environment. Developing ethical and innovative communication campaigns and tactics for real-world clients enables students to apply their skills helping them gain confidence in, and practice with, their new abilities. The course also focuses on developing creativity, critical thinking and presentation skills. Graduates will gain flexible and dynamic skills set, transferable across many diverse and exciting career paths.</p>			
<p><b>You must complete the following two subjects:</b></p>			
J/M/S	COMN11-101	Introduction to Communication	
J/M	MKTG13-302	Promotional Design and Planning	MKTG11-100
<p><b>Alternate Choice: You must also complete one of the following two subjects:</b></p>			
J/M/S	ADVT11-100	Introduction to Advertising	
J/M/S	PUBR11-100	Introduction to Public Relations	
<p><b>Plus three subjects from the following options:</b></p>			
M	ADVT12-200	Copywriting for Advertising	
J	ADVT12-241	Understanding Audiences and Media in Advertising	
S	ADVT13-101	Advertising, Branding and Popular Culture	
S	PUBR12-235	Media Strategies	PUBR11-100
J	PUBR12-250	Corporate Storytelling	PUBR11-100
J	PUBR13-312	Public Relations Campaigns and Strategies	PUBR11-100
<p>Students taking the Marketing Communication major MUST Choose <b>Advertising Principles and Practice (ADVT11-100)</b> before taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235).                      Students wanting to take either Media Relations (PUBR12-235), Public Relations Writing (PUB12-250) or Public Relations Campaigns and Strategies (PUBR13-312) MUST first complete Public Relations Principles and Practice (PUBR11-100).</p>			
MKTG	60CP	MARKETING MAJOR	
<p>This major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer behaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.</p>			
<p><b>You must complete the following four subjects:</b></p>			
M	MKTG12-205	Consumer and Buyer Behaviour	
J/M	MKTG13-302	Promotional Design and Planning	MKTG11-100
M/S	MKTG13-303	Market Research	MKTG11-100
M/S	MKTG13-320	Strategic Marketing	MKTG13-303, MKTG11-100
<p><b>Plus two subjects from the following options:</b></p>			
J/S	MKTG13-301	International Marketing	MKTG11-100
J/M	MKTG13-312	Internet and Social Media Marketing	MKTG11-100
S	MKTG13-319	Digital and Direct Marketing	MKTG11-100

TOUM	60CP	TOURISM MANAGEMENT MAJOR		
<p>In recent decades tourism has experienced extraordinary growth and is now one of the largest and fastest-growing sectors in the world economy. According to the United Nations World Tourism Organisation, in 2016 tourism was responsible for approximately 10 percent of world gross domestic product and about 11 percent of employment and this is forecast to grow at 3.3 percent a year for the long-term. Tourism has become a critical source of export income in many countries and regions and, accordingly, it has assumed economic and political importance.</p> <p>Private sector tourism organisations operating in the tourism space include hotel groups, cruise operators, airlines, major venues, and event management companies. Public sector organisations include regional tourism organisations, national, state and local government. These organisations employ specialists with skills in marketing, project and event management, accounting, finance, human resources, logistics, and data analytics.</p> <p>In a rapidly changing employment landscape tourism provides a long-term future where the human qualities of creativity, problem-solving and interpersonal communications are valued.</p> <p>The Tourism Management Major provides a good understanding of the industry and the employment opportunities providing a springboard into employment in this exciting sector.</p>				
Semester	Code	Title	Assumed Knowledge	Requisite
<b>You must complete the following four subjects:</b>				
J	HRTM12-204	Contemporary Issues in Hospitality and Tourism Management		
M	HRTM12-206	Tourism Analysis and Evaluation		
	BUSN12-201	Event Management		
M	HRTM12-212	Workplace Health and Safety		
<b>Plus two subjects from the following options:</b>				
J/S	HRTM11-100	Wine Studies		
M	HRTM12-203	Accommodation Management		
M	HRTM12-205	Revenue Management	MKTG11-100, ACCT11-100	
J/S	HRTM12-214	Adventure Tourism		
J	HRTM12-220	Sustainable Tourism and Indigenous Culture		
OTHER OPPORTUNITIES				
<p>Students may also choose one of the following opportunities to use one or more of your elective subjects or part of a Major  <b>(Except Accounting or Actuarial Science)</b> to have an international experience or an Internship opportunity provided you meet the requirements.</p> <p>Please discuss with the Enrolment Advisor in the Student Business Centre.</p> <p>The Study Tour requires approval from the Faculty. (Please note that Additional Costs are associated with this subject).</p> <p>The Internship requires a GPA credit average and requires approval from the Faculty with an application to the Career Development Centre.</p> <p>Individual Study in Business is only available in exceptional circumstances and requires Program Director's approval.</p>				

**MINORS in the BOND BUSINESS SCHOOL**

1	ZACCT	Minor - Accounting	ALL	
2	ZACSC	Minor - Actuarial Science	ALL	Not available to 3 Year Programs
3	ZDTSC	Minor - Data Analytics	ALL	Not available to 3 Year Programs
4	ZECON	Minor - Economics	ALL	Not available to 3 Year Programs
5	ZENTI	Minor - Entrepreneurship and Innovation	ALL	Not available to 3 Year Programs
6	ZFINC	Minor - Finance	ALL	
7	ZIBUS	Minor - International Business	ALL	
8	ZMCOM	Minor - Marketing Communication	ALL	
9	ZMGMT	Minor - Management	ALL	
10	ZMKTG	Minor - Marketing	ALL	
11	ZTOUM	Minor - Tourism Management	ALL	Not available to 3 Year Programs

**ZACCT      40CP      Minor - Accounting**

A minor in accounting from Bond University sets you up to take on roles in a wide range of interesting and rewarding careers. You will find that your accounting skills will be useful whether you aspire to work for a government, NGO, charity, university, any type or size of business; and if your aim is to own or start up your own business, these skills will be especially relevant. Taking our accounting minor is an astute way to complement your studies in other fields of business.

Semester	Code	Title	Assumed Knowledge	Requisite
<b>You must complete the following four subjects:</b>				
J	ACCT12-202	Financial Accounting and Company Reporting	ACCT11-100, LAWS10-100 or LAWS11-105 or LAWS11-110	
J	ACCT12-211	Accounting Information Systems	ACCT11-100	
J/S	ACCT13-306	Data Analytics for Accountants	ACCT11-102, ACCT12-202, ACCT12-211	
<b>Plus two subjects from the following subjects:</b>				
	ACCT12-203	Taxation Practice for Accountants	ACCT11-100, LAWS10-100 or LAWS11-105 or LAWS11-110	
	ACCT13-303	Advanced Financial Accounting and Reporting	ACCT12-202	
J	ACCT13-305	Auditing	ACCT12-202 or ACCT13-301	

**ZACSC      40CP      Minor - Actuarial Science**

Actuaries evaluate risk and opportunity – applying mathematical, statistical, economic and financial analyses to a wide range of business problems. The actuarial science major covers the range of technical skills included in the Foundations (Part I) program of the actuarial accreditation syllabus. These topics range from basic finance and accounting to economic theory and mathematical and statistical modelling.

<b>You must complete the following two subjects:</b>				
M/S	ACSC12-200	Mathematical Statistics	STAT11-112	
J	ACSC12-201	Financial Mathematics	STAT11-112	
<b>Plus two subjects from the following subjects:</b>				
M	ACSC13-301	Contingencies		ACSC12-201
J/S	ACSC13-305	Actuarial and Financial Models		ACSC12-200_CONCUR, ACSC12-201
J/S	ACSC13-306	Stochastic Processes		ACSC12-200
M/S	ACSC13-307	Survival Analysis		ACSC12-200

**ZDTSC      40CP      Minor - Data Analytics**

The Big Data major provides a strong survey into the concepts and applications of modern machine learning and data analytics. It contains units in analysis coding as well as advanced non-parametric statistical modelling and pattern recognition algorithms. In addition, focus is placed on ensuring students see the relevant application of these techniques to real industry data.

<b>You must complete the following four subjects:</b>				
J/S	DTSC12-200	Data Science		
M	DTSC13-301	Applied Machine Learning	STAT11-112	DTSC12-200
M	DTSC13-302	Statistical Learning and Regression Models	ECON12-200, DTSC12-200	
<b>Plus one subject from the following options:</b>				
M/S	ACSC13-307	Survival Analysis		ACSC12-200
J/S	DTSC11-100	Business Analytics Coding		
S	DTSC11-110	Cyber and Fraud Threats in Organisations		
J/S	DTSC13-300	Infrastructure for Data Analytics	STAT11-112	
S	ECON13-300	Advanced Econometrics	ECON12-200	

ZECON	40CP	Minor - Economics		
Economics is a social science that uses the scientific method of enquiry in its approach to understanding how societies, governments, businesses, households, and individuals allocate their scarce resources. An undergraduate minor in economics focuses on learning how to understand the world in terms of trade-offs and incentives. An economics minor assists in learning how to analyse data as well as the development of clear-headed logic. It involves the use of mathematical and statistical tools whenever possible to assist in this analysis.				
<b>You must complete the following four subjects:</b>				
S	ECON12-201	Markets and Corporate Behaviour	ECON11-100	
J/M/S	ECON12-202	Macroeconomics	ECON11-100	
J	ECON13-301	Game Theory and Strategic Decision Making	ECON12-201, STAT11-112	
M	ECON13-302	Business Conditions Analysis	ECON12-202	
ZENTI	40CP	Minor - Entrepreneurship and Innovation		
This minor will appeal to those enterprising individuals with an eye towards their own start-up business, or who are keen to work as an "intreprenuer" inside an organisation. Students will gain skills in ideation, creativity and innovation in planning a business and developing a viable business model. Through experiential learning and support from industry experts, students will graduate with contemporary and best practice knowledge, insights, and strategies with which to implement effective management practices and bring a business idea into fruition.				
<b>You must complete the following three subjects:</b>				
S	COLB12-120	Design: Process, Methods and Mindsets		
J	ENFB13-304	New Venture Planning		
M	ENFB13-305	Entrepreneurial Finance		
<b>Plus one subject from the following options:</b>				
M/S	MGMT13-328	Strategic Management		
J/S	MGMT13-321	Negotiation	CORE11-002 or MGMT11-101	
M/S	MKTG13-303	Market Research	MKTG11-100	
J/M	MKTG13-312	Internet and Social Media Marketing	MKTG11-100	
ZFINC	40CP	Minor - Finance		
A minor in finance from Bond University sets you up to take on roles in a wide range of interesting and rewarding careers. You will find that your finance skills will be useful wherever you aspire to work, and could lead to interesting and rewarding positions in business, banking, investment, and government. The scope of subjects for this minor covers personal, corporate and international finance plus another subject of your own choice. Taking our finance minor is an astute way to complement your studies in other fields of business.				
Semester	Code	Title	Assumed Knowledge	Requisite
<b>You must complete the following four subjects:</b>				
J/S	FINC13-301	Corporate Finance	FINC11-101	
J/M	FINC13-303	Portfolio Analysis and Investment Management	FINC11-101	
J/S	FINC13-307	International Finance	FINC11-101	
J/S	FINC13-308	Personal Finance		
ZIBUS	40CP	Minor - International Business		
The International Business major prepares students for a variety of roles in today's fast-changing and ever more competitive international business environment. The subjects offered in this major develop theoretical and practical knowledge, and analytical and entrepreneurial skills, that underpin success in international trade.				
<b>You must complete the following four subjects:</b>				
J/M	ECON13-303	International Trade	ECON11-100	
J/S	FINC13-307	International Finance	FINC11-101	
	IBUS11-310	Doing Business Globally	IBUS12-250	
M/S	MGMT12-201	International Business		
ZMGMT	40CP	Minor - Management		
This major provides students with a holistic body of knowledge, skills and strategies that are critical to long-term organisational success. The scope of subjects covered in the Management Major provides students with the ability to identify strategic problems and develop viable, value-add solutions for a range of organisational issues that present at different organisational levels.				
<b>You must complete the following four subjects:</b>				
M/S	MGMT13-328	Strategic Management		
J/S	MGMT13-305	Human Resource Management		
J/M/S	MGMT13-311	Managing Strategic Change	CORE11-002	
J/S	MGMT13-321	Negotiation	CORE11-002 or MGMT11-101	



ZMCOM	40CP	Minor - Marketing Communication		
<p>The field of marketing communications is in a state of constant change. By studying a Marketing Communications minor, students will develop the practical skills, built on a foundation of theory, to meet the needs of this ever-evolving industry. Students will acquire transferable and adaptable knowledge in strategic communication, public relations, advertising and/or digital communication. Via case study analysis, campaign creation and hands-on skill development, students will gain industry knowledge and expertise in a small-class environment. Developing ethical and innovative communication campaigns and tactics for real-world clients enables students to apply their skills helping them gain confidence in, and practice with, their new abilities.</p>				
<p><b>You must complete the following two subjects:</b></p>				
J/M/S	COMN11-101	Introduction to Communication		
J/M	MKTG13-302	Promotional Design and Planning		MKTG11-100
<p><b>Alternate Choice: You must also complete one of the following two subjects:</b></p>				
J/M/S	ADVT11-100	Introduction to Advertising		
J/M/S	PUBR11-100	Introduction to Public Relations		
<p><b>Plus two subjects from the following options:</b></p>				
M	ADVT12-200	Copywriting for Advertising		
J	ADVT12-241	Understanding Audiences and Media in Advertising		
S	ADVT13-101	Advertising, Branding and Popular Culture		
S	PUBR12-235	Media Strategies		PUBR11-100
J	PUBR12-250	Corporate Storytelling		PUBR11-100
J	PUBR13-312	Public Relations Campaigns and Strategies		PUBR11-100
ZMKTG	40CP	Minor - Marketing		
<p>This major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer behaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.</p>				
<p><b>You must complete the following four subjects:</b></p>				
J/M	MKTG12-301	Consumer and Buyer Behaviour		MKTG11-100
J/M	MKTG13-302	Promotional Design and Planning		MKTG11-100
M/S	MKTG13-303	Market Research		MKTG11-100
M/S	MKTG13-320	Strategic Marketing		MKTG13-303, MKTG11-100
ZTOUM	40CP	Minor - Tourism Management		
<p>In recent decades tourism has experienced extraordinary growth and is now one of the largest and fastest-growing sectors in the world economy. According to the United Nations World Tourism Organisation, in 2016 tourism was responsible for approximately 10 percent of world gross domestic product and about 11 percent of employment and this is forecast to grow at 3.3 percent a year for the long-term. Tourism has become a critical source of export income in many countries and regions and, accordingly, it has assumed economic and political importance. Private sector tourism organisations operating in the tourism space include hotel groups, cruise operators, airlines, major venues, and event management companies. Public sector organisations include regional tourism organisations, national, state and local government. These organisations employ specialists with skills in marketing, project and event management, accounting, finance, human resources, logistics, and data analytics. In a rapidly changing employment landscape tourism provides a long-term future where the human qualities of creativity, problem-solving and interpersonal communications are valued. The Tourism Management Major provides a good understanding of the industry and the employment opportunities providing a springboard into employment in this exciting sector.</p>				
Semester	Code	Title	Assumed Knowledge	Requisite
<p><b>You must complete the following four subjects:</b></p>				
J	HRTM12-204	Contemporary Issues in Hospitality and Tourism Management		
M	HRTM12-206	Tourism Analysis and Evaluation		
J	HRTM12-209	Event Management		
M	HRTM12-212	Workplace Health and Safety		