

Bachelor of Applied Management
Suggested Study Plan

Major: Sales and Marketing
360 credits

Name:			
Student ID:		Email:	
Date Enrolled:		Phone Number:	

- Key**
- Year 1*
 - Compulsory Modules
 - Compulsory modules for Sales and Marketing
 - Elective module choices for students completing a single major

Year 1*	BIBM500 Intro. To Accounting	BIBM550 Intro. To Marketing	BIBM570 Professional Communication	BIBM575 Business Heritage, Culture & Sustainability	BIBM571 Management	BIBM572 Economics	Business computing	BIBM521 Commercial Law
Year 2	BIBM651 Marketing Planning & Control	BIBM653 Market Development & Sales	BIBM654 Consumer Behaviour	Elective Can be level 5, 6 or 7	BIBM671 Applied Management	Elective Can be level 5, 6 or 7	Elective Can be level 5, 6 or 7	Elective Can be level 5, 6 or 7
Year 3	BIBM688 Research Methodology	BIBM755 Strategic Marketing	BIBM756 International Marketing	Elective Can be level 5, 6 or 7	BIBM793 Applied Practice (30 Credits)		BIBM794 Applied Research (30 Credits)	