



Major Marketing & Public Relations

As at: August 2017 Updated by: Dr L Straw

Major Title:	Marketing and Public Relations
Owned by:	School of Arts and Sciences
Campus:	Fremantle

This Major (8 courses per Major) is available within the following degrees and is comprised of these SPECIFIC COURSES. All courses are 25 units of credit.

Title of degree:	Comprised of specific courses as follows:
Bachelor of: Arts (second major) Behavioural Science Communications & Media (second major) and other degrees as provided for by regulations.	<i>Students must complete the following FIVE (5) courses:</i> BUSN1220 Principles of Marketing (Pre-req: Nil) BUSN2050 Integrated Marketing Communication (Pre-req: BUSN2520) BUSN2090 Professional Writing (Pre-req: BUSN2580) BUSN2520 Consumer Behaviour (Pre-req: BUSN1220) BUSN2580 Introduction to Public Relations (Pre-req: Nil) <i>Plus THREE (3) of the following courses:</i> BUSN3230 Services Marketing (Pre-req: BUSN2520+BUSN2050) BUSN3370 Corporate Public Relations (Pre-req: BUSN2580+BUSN2090) BUSN3500 Strategic Marketing (Pre-req: BUSN2050) BUSN3990 Social Media (Pre-req: completion of 1 st year) Course substitution is permitted with the approval of the Dean.

Please check with the School of Business to confirm pre-requisites for these courses.

Minor Marketing & Public Relations

As at: August 2017

Updated by: Dr L Straw

Minor Title:	Marketing and Public Relations
Owned by:	School of Arts and Sciences
Campus:	Fremantle

This Minor (8 courses per Minor) is available within the following degrees and is comprised of these SPECIFIC COURSES. All courses are 25 units of credit.

Title of degree:	Comprised of courses as follows:
Bachelor of: Arts Behavioural Science Communications and Media Science And any other degree where regulations allow	<p><i>Students must complete the following FIVE (5) courses:</i></p> <p>BUSN1220 Principles of Marketing (Pre-req: Nil) BUSN2050 Integrated Marketing Communication (Pre-req: BUSN2520) BUSN2090 Professional Writing (Pre-req: BUSN2580) BUSN2520 Consumer Behaviour (Pre-req: BUSN1220) BUSN2580 Introduction to Public Relations (Pre-req: Nil)</p> <p><i>And ONE (1) of the following courses:</i></p> <p>BUSN3230 Services Marketing (Pre-req: BUSN2520+BUSN2050) BUSN3370 Corporate Public Relations (Pre-req: BUSN2580+BUSN2090) BUSN3500 Strategic Marketing (Pre-req: BUSN2050) BUSN3990 Social Media (Pre-req: completion of 1st year)</p> <p>Course substitution is permitted with the approval of the Dean.</p>

Please check with the School of Business to confirm pre-requisites for these courses.