

BACHELOR OF BUSINESS AK3693

MARKETING 2027

View the **Course Descriptors and Timetables** by entering the Course Code into the [AUT Course Search](#)
Please check timetable information carefully as courses may not be offered every semester

Marketing Major course planner

Core courses are completed first
 Major and Pathway courses can be taken in any order subject to levels, pre-requisites and offerings

Bachelor of Business				360 points
Core courses	COURSE CODE			60 points
☐ COURSE 1	BUSS512	Accounting and Information Systems		15 points
☐ COURSE 2	BUSS513	Economics and Finance: Understanding Markets		15 points
☐ COURSE 3	BUSS514	Marketing and Global Business		15 points
☐ COURSE 4	BUSS515	Responsible Management		15 points
Marketing Major courses			<i>pre-requisites</i>	120 points
☐ COURSE 1	MKTG501	Marketing Insights	-	15 points
☐ COURSE 2	MKTG601	Marketing Research	MKTG501	15 points
☐ COURSE 3	MKTG602	Marketing Relationships	MKTG501	15 points
☐ COURSE 4	MKTG603	Consumer Behaviour	MKTG501	15 points
☐ COURSE 5	MKTG701	Strategic Marketing	two of MKTG601/602/603	15 points
☐ COURSE 6	MKTG702	Integrated Marketing Communications	two of MKTG601/602/603	15 points
☐ COURSE 7	MKTG703	Digital, Social Media and Mobile Marketing	two of MKTG601/602/603	15 points
☐ COURSE 8	MKTG704	Marketing for Social Impact	MKTG501	15 points
Flexible Component	☐ Pathway 1	☐ Pathway 2	☐ Pathway 3	120 points
☐ COURSE 1				15 points
☐ COURSE 2				15 points
☐ COURSE 3				15 points
☐ COURSE 4				15 points
☐ COURSE 5				15 points
☐ COURSE 6				15 points
☐ COURSE 7				15 points
☐ COURSE 8				15 points
Capstone	BUSS701	Work Integrated Learning or approved alternative		60 points

The [additional majors or minors](#) or [electives](#) can be from the BBus or another AUT degree programme
 If you need help planning out your study, please contact our course advice team at business@aut.ac.nz