

BACHELOR OF BUSINESS AK3693

MARKETING 2026

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 pre-requisites and offerings

Bachelor of Business				360 points
Core courses		COURSE CODE		60 points
☐	COURSE 1	BUSS505	Consumer and Organisational Behaviour	15 points
☐	COURSE 2	BUSS507	Financial Decision Making and Information Systems	15 points
☐	COURSE 3	BUSS508	Economics and International Business	15 points
☐	COURSE 4	BUSS509	Ethics, Responsibility and Sustainability	15 points
Marketing Major courses				120 points
☐	COURSE 1	MKTG501	Marketing Insights	15 points
☐	COURSE 2	MKTG601	Marketing Research	15 points
☐	COURSE 3	MKTG602	Marketing Relationships	15 points
☐	COURSE 4	MKTG603	Consumer Behaviour	15 points
☐	COURSE 5	MKTG701	Strategic Marketing	15 points
☐	COURSE 6	MKTG702	Integrated Marketing Communications	15 points
☐	COURSE 7	MKTG703	Digital, Social Media and Mobile Marketing	15 points
☐	COURSE 8	MKTG704	Marketing for Social Impact	15 points
Flexible Component		☐ Pathway 1	☐ Pathway 2	120 points
☐	COURSE 1	Single Minor 4 courses	Minor 1 4 courses	15 points
☐	COURSE 2			15 points
☐	COURSE 3			15 points
☐	COURSE 4			15 points
☐	COURSE 5	Electives 4 courses	Minor 2 4 courses	15 points
☐	COURSE 6			15 points
☐	COURSE 7			15 points
☐	COURSE 8			15 points
Capstone	BUSS701	Co-operative Education – Capstone Experience or approved alternative		60 points

There are a wide range of [additional majors or minors](#) to choose from, and many that can complement your BBus major

If you need help planning out your study, please contact our course advice team at business@aut.ac.nz