

I want to major in both management and marketing. What is the best pathway for achieving this?

You must complete 420 credits total. You must pass or be cross-credited with the courses listed below within 10 years of first enrolling on the double major programme. The shaded courses in the following programme schedule are compulsory core courses.

For more information, contact the Programme Coordinator or call us on 0800 422 733.

COMPULSORY COURSES		
Level	Course Title	Credits
5	COM540 Professional Communications	15 credits
	ECN520 Economics	15 credits
	LAW510 Commercial Law	15 credits
	MGT530 Principles of Management	15 credits
	MKT571 Principles of Marketing	15 credits
	QNT565 Quantitative Analysis	15 credits
	ACC500 Accounting Principles Or: ACC502 Introduction to Accounting	15 credits
	MGT533 Human Resources Management	15 credits
6	MGT636 Principles of Applied Management	15 credits
	MKT671 Marketing Management	15 credits
	MKT672 Marketing Applications	15 credits
	RES680 Research Methods	15 credits
7	MGT734 Strategic Management	15 credits
	MGT736 Advanced Applied Management	30 credits
	MKT772 Strategic Marketing Management	15 credits
	MKT776 Buyer Behaviour and Marketing Research	15 credits
	MKT777 Advanced Applied Marketing	30 credits
Electives		
5-7	Business degree course(s)	30 credits
6-7	Business degree courses	90 credits
7	Business degree course	15 credits
Total credits for Bachelor of Commerce Management & Marketing Majors		420 credits

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