enrolment 2009 mid year

Murdoch Business School

- Economics (B Econ)
- Marketing and the Media (BMM)
Welcome to Murdoch University

Step 1: Accept Offer and Activate Account

Step 2: Research Your Options

Step 3: Complete Your Enrolment

Step 4: Select Your Activities

Step 5: Seek Advice

Step 6: Go To Orientation and Start Uni

Step 7: Important Information and FAQs

Full Course Description
  - Economics (BEcons)
  - Marketing and the Media (BMM)

Checklist of Units and Prerequisites
  - Economics (BEcons)
  - Marketing and the Media (BMM)

Sample Enrolments
  - Economics (BEcons)
  - Marketing and the Media (BMM)
Welcome to Murdoch University

Congratulations on your offer of a place to study at Murdoch University.

The details included in this booklet will assist you with accepting your offer, seeking advice on your enrolment options, choosing your units and completing your enrolment online. The 7 Steps below ensure that you have the basic information you need to navigate successfully through your first enrolment experience at Murdoch. Additional enrolment assistance is available via the “New Students” website at: http://www.murdoch.edu.au/students/new/.

Students who are unable to access computer facilities due to exceptional circumstances are able to apply to receive their University correspondence via hardcopy. For further information please contact the External Studies Unit on 93602710.

- STEP 1  Accept Offer and Activate Account
- STEP 2  Research Your Options
- STEP 3  Complete Your Enrolment
- STEP 4  Select Your Activities
- STEP 5  Seek Advice
- STEP 6  Go To Orientation and Start Uni
- STEP 7  Important Information and FAQs
STEP 1

Accept Offer and Activate Account

☐ Go to the Murdoch Home page …
   … http://www.murdoch.edu.au/ and click on the “New student” tab on your screen. This will take you to our New Students website.

☐ Select the Accept & Activate icon

☐ Read the instructions …
   … carefully for your offer type, then click on the “New students…walk this way” icon.

   You will need your Offer Letter (Domestic students) or Confirmation of Enrolment- eCOE (International students) as this contains your Student Number.

☐ Enter your Student Number

☐ Enter your Date of Birth …
   … in the format DD/MM/YYYY (eg 12/03/1985) and click the SUBMIT button.

☐ Now you can:
   ☐ Choose to Accept, Defer or Reject your offer (domestic students only)
   ☐ Set your Murdoch Password (all students)
   ☐ Set and confirm your email address (all students)
   ☐ Select your course as offered (domestic students only)

☐ Congratulations …
   … you have accepted your place as a Murdoch student and you are now ready to select your units and complete your enrolment!
Research Your Options

☐ **Read your Course/Major Description**
The description will provide you with information about your course and major, including recommended double majors and minors and can be found later in this booklet.

☐ **Review your Checklist and Unit Prerequisites**
The Checklist is the structure of your course and the units you need to complete for your degree. It includes required prerequisites to help you plan the order of your units and can be found later in this booklet.

☐ **Review the Sample Enrolments**
The Sample Enrolment provides you with a pre-made study plan for your major. Some majors provide you with a choice of units in the requirement, so you may wish to create your own study plan. These can be found later in this booklet.

☐ **Choose your units …**
…you want to enrol in for the current year by using the information you have reviewed above from the Checklist and Sample Enrolment. You can find out about each unit in the Handbook online [http://handbook.murdoch.edu.au/units/](http://handbook.murdoch.edu.au/units/).

**Part I units (100-level units)** are taken in the first year. Most of the Part I units are worth 3 points each, this means you will be taking 8 units in your first year, being 4 units each semester.

**Part II units (200-level and above units)** are taken in the second or third year of study. Most Part II units are worth 4 points each, this means that you will be taking 6 Part II units in each of the 2nd and 3rd years, being 3 units each semester.

**General Electives** are ‘free choice’ units. You can use these units to meet the requirements of a second major or a minor. Use the Handbook online ([http://handbook.murdoch.edu.au/](http://handbook.murdoch.edu.au/)) to help you search for these and for individual unit prerequisites.

☐ **Check your Timetable**
Generally you should find that the lectures for your core units and specified elective units will not clash, however some general elective units may not fit into your timetable. If this happens you may need to choose another general elective.

You can check the timetable for the units you have chosen for your first semester of enrolment to make sure they are not timetabled to run at the same time.
The quickest method of checking this is to refer to the online teaching timetable’s Nominated Units Enquiry website at: http://www.murdoch.edu.au/admin/timetables/teaching/enquiry.html.

Don’t panic if you are unsure of your choice of units. Do the best you can, and then seek help via:

☐ New Student website http://www.murdoch.edu.au/students/new/ provides more details regarding the choices of units and enrolment in units via MyInfo.

☐ Your Course Advice Session(s) where staff will be available to answer your queries about your course. See Step 5 for dates and time of your session.

☐ Faculty Student Administration staff member. You have been allocated a staff member to assist you with your enrolment queries regarding your chosen course, for contact details see Enrolment Enquires later in this booklet. Sample enrolments of popular double majors can be found on the Faculty Student Administration website http://www.murdoch.edu.au/fsa/.

☐ Now you are ready to enrol …
STEP 3
Complete Your Enrolment

☐ Log in to MyMurdoch ...
   ... Goto the Murdoch homepage, select “Current Students” right at the top of the page then select “MyMurdoch” to access your portal to Murdoch’s online facilities using your Murdoch User Name (Student Number) and Murdoch Password (as per Step 1).

☐ Log in to MyInfo
   Click on the MyInfo tab and then click on the MyInfo Login icon and use your Murdoch User Name (Student Number) and Murdoch Password (as per Step 1). And yes, the University is working on this double login process!

ℹ️ What is MyInfo? MyInfo is the University’s student self enrolment and management system. Within MyInfo you can manage your enrolment including unit selection, unit set (majors, minors) enrolment and activity signup. You can also update your personal details (home and postal addresses, email address etc).

☐ Go to Self Enrolment Steps
   Within MyInfo on the left menu, click on <Change Enrolment Details> and then <Self Enrolment Steps>. Read all of the information on this page and then scroll down to the <Self Enrolment Steps> heading. Work your way through each of the steps.

ℹ️ Icons are used to represent the status of each Self Enrolment Step. Each step has an explanation to the process so please read each one carefully.

☐ Disclaimer – statement regarding your use of MyInfo
☐ Services – opportunity to join the Murdoch Student Guild or validate your Transperth Smartrider.
☐ Government Statistics – Government requirement to assist in forward planning.

☐ Course Completion Date
   Keeps the university informed of when you expect to graduate, so please keep this up to date as it is very important.

☐ Unit Sets (Majors and Minors)
   You will need to have at least one Unit Set recorded as your Primary Unit Set. Your Primary Unit Set must relate to the course and major you are currently enrolled under.
What are Unit Sets? This is the name given to Majors and Minors by MyInfo, and often referred to as a Course. You must have at least one primary unit set on MyInfo that matches the course you were offered (eg. Bachelor of Arts in History, with Primary Unit set of History).

- **Units**
  This is where you enrol in your individual units. Use the Search function to find the unit you want. You can also just type in the unit code of the unit you wish to enrol in. Do one unit at a time and **Save Changes** after each unit added. Remember to enrol in all of your units for the year.

- **Commonwealth Assistance Form (Domestic Students only)**
  This is a Commonwealth Government requirement. To complete this you will need your Tax File Number (TFN). If you do not have your TFN handy or have not applied for one from the Australian Taxation Office yet you can come back to this step later, however this step must be completed by the Census Date to avoid having your course cancelled as per Commonwealth Government regulations.

- **Check your Current Enrolment Details**
  When you have enrolled in all units that you intend to take for the year you are encouraged to view your current enrolment from the Current Enrolment Details menu in MyInfo. Select `<Course and Unit Details>` and then click on the course code next to the Units heading. You will need to check that all of the units that you intend to take for the year are included.

- **Unit Status shows as ENROLLED!**
  Well done, you have enrolled in your units. Please be aware that your Course Status will remain as Inactive until semester begins.

If you have any trouble getting into or navigating your way around MyMurdoch or MyInfo or have a technical issue, check out the Help link or contact the IT Service Desk (itservicedesk@murdoch.edu.au, p: 93602000 or Level 2, North Wing, Library).
STEP 4

Select Your Activities

What are Activities? Activities are the collective term used for lectures, tutorials, workshops, seminars and laboratories and only relate to internal units. There are no Activities for external units.

☐ Sign up for your Activities
You will need to have completed your Unit Enrolment (Step 3) before you can sign up to the associated activities.

Log in to MyMurdoch and then MyInfo as per Step 3. On the left menu, click on <Change Enrolment Details> and then <Activity Sign Up>. Read all of the information as it will tell you when the Activity Sign Up function is open.

The system works on a first-in-first-served basis so you are advised to enrol in your activities as soon as possible.

Click on <Add or Change Activities>. Read all of the information and then scroll down to see your Unit enrolments and the available activities.

Although signing up to a Lecture activity may not be mandatory for all units, it is recommended that you do to highlight any possible clashes on your timetable. If your unit attempt status is ‘Invalid’, you will be unable to sign up for activities for that unit.

☐ Select Activities
Make your selections for the different activities. It is recommended that you start with all your lectures first and save. Then choose the other associated activities for each unit, saving as you go. Be sure you also note the start week for each activity as they may not all start from Week 1 of Semester.

☐ View Personal Calendar
Click on the MyUnits page of MyMurdoch to see all of your activities displayed on your Personal Calendar, in a week-by-week format. Please note that it may take 15 minutes or more for any enrolment changes to be reflected in the calendar.
Your Program Chair(s) will advise you on the requirements of your course and answer any unit selection and enrolment queries at your Course Advice Session held during Orientation week. This session will provide you with valuable information relating to your course, units and enrolment options and it is therefore essential that you attend.

☐ **When and Where is your Course Advice Session?**

The full orientation week program is available online and can be viewed at [www.murdoch.edu.au/students/new/orientation](http://www.murdoch.edu.au/students/new/orientation)

For further information on all events and sessions occurring during Orientation week see the timetable at: [http://www.murdoch.edu.au/students/new/orientation.html](http://www.murdoch.edu.au/students/new/orientation.html).

There are online maps of the three campuses for Murdoch at [http://www.murdoch.edu.au/index/visitors/wherearewe#campuses](http://www.murdoch.edu.au/index/visitors/wherearewe#campuses) The maps will provide details of where the course advice venues are.

If you are still unsure of your choice of units after you have read this booklet and you have attended the relevant Course Advice Session you can email or phone your Faculty Student Administration staff member with details of your query.
Go To Orientation and Start Uni

The Orientation program has been designed to meet your specific needs as a new student to Murdoch University and will help you with a smooth transition to University studies. To experience and benefit from all the advice that is available during Orientation week you would be required to attend the 2 days scheduled for you. We encourage you to take advantage of this time to familiarise yourself with the campus, the support services available and to make friends and enjoy yourselves.

You can check the full orientation timetable (http://www.murdoch.edu.au/students/new/orientation.html) for event and Course Advice Session details.

Orientation Week will commence on Sunday 26th July. Closer to this date you will be sent detailed information on the events and session happening during Orientation Week that you need to attend.
Important Information and FAQs

General Electives – What are they, where can I find them? A General Elective is a unit that is not a required unit (that is not a Core Unit or Specified Elective) for your major or course. It can be selected from outside your primary area of study and may form part of a second major or minor. There is no single ‘list’ of General Electives. You can select General Electives by taking the units that make up a second major or minor or by looking at the online Handbook complete list of units available http://handbook.murdoch.edu.au/units/.

Units – Which units do I need to do and how do I know that I have enrolled in the right units? Your Checklist of Units and Prerequisites and Sample Enrolment in this booklet show you which are your required units. The Sample Enrolments for other majors are available from the Faculty Student Administration website http://www.murdoch.edu.au/fsa/.

Invalid Units – Why is my unit enrolment INVALID? Beside the invalid unit, you will find a grey button labelled ‘Why is this Invalid?’ When you click on this button, a pop-up window will display the reason that the unit is invalid. If you still require help, print off or copy down this information before contacting your Faculty Student Administration staff member.

Activities – How do I sign up & what do I do if they are full? Use Step 4 to assist you with your Activity sign up within the MyInfo part of MyMurdoch. If your chosen Activity is full, there are three options available: review your whole timetable to check if you can change to another unit, consider doing a unit externally (if available), or contact the Unit Coordinator if you have exceptional circumstances. Unit Coordinator contact details can be found by entering the unit code in the search bar on the MyUnits page of MyMurdoch.

Where can I find my credit and exemptions (Advanced Standing)? If you have notified the University that you wish to be assessed for Advanced Standing (either on your application or via contact with the Accreditation Officer), your credit and exemptions will be shown on the MyInfo part of MyMurdoch. Go to ‘Current Enrolment Details’, select <Course and Unit Details>, scroll down the list to ‘Advanced Standing’ and click on course code next to this heading (eg B1137). Allow at least 10 working days from receipt by the University of your application and supporting documentation before this information will be available on your enrolment record. Should you have any queries regarding Advanced Standing you should contact the Accreditation Officer.
Enrolment Deadlines – Internal and External units. You will be expected to enrol in all your units for the current year as soon as possible. The last date to add a unit is the end of Week 1 of Semester. For external units, the mail-out of unit materials will commence two weeks prior to the start of each Semester, so you should enrol in your external units as soon as possible. If you enrol in an external unit you should allow up to 10 days from the date you enrolled to receive your materials.

University Regulations and Rules Students should ensure they are familiar with the University’s internal legislation, including provisions specifically relevant to their studies. University Regulations and Rules - see http://www.murdoch.edu.au/admin/legsln/

How do I add or change my course, major or minor? To change your course entirely will require a course transfer which can only be applied for near the end of each semester. The relevant course transfer form, Amend Course Details, can be found at http://www.oss.murdoch.edu.au/forms/. Most second majors and minors can be added or changed under ‘Unit Sets’ in the ‘Self Enrolment Steps’ on the MyInfo part of MyMurdoch.

Email Account & Correspondence The University’s primary form of contact with students is via email. The University automatically provides you with an email address, (yourstudentnumber@student.murdoch.edu.au) and you can access this email account at: https://wwwstudent.murdoch.edu.au/mail using your Murdoch User name and Password (same as MyMurdoch). You can choose to use a different email account, for example a Yahoo account. It is essential that you keep the email address listed in the MyInfo page of MyMurdoch up to date so that you receive important communications from your lecturers and the University.

Cancellation of Courses, Minors and Units The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University.

Glossary A general summary to help you with some of the more common terms that you will come across as you plan your studies can be found on the Faculty Student Administration web page. A full list of Murdoch terminology and relevant regulation requirements can be found in the Murdoch Glossary (http://handbook.murdoch.edu.au/2008/09_glossary.pdf ).
### Economics (BEcon) – Course Description

<table>
<thead>
<tr>
<th>School</th>
<th>Murdoch Business School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualifications</td>
<td>Bachelor of Economics (BEcon)</td>
</tr>
<tr>
<td>Credit Points for Course</td>
<td>72</td>
</tr>
<tr>
<td>Course Codes</td>
<td>B1007</td>
</tr>
<tr>
<td>Description</td>
<td>This major emphasises the applications of economic analysis to real world situations. Students are given a grounding in fundamental economic analysis and are then able to choose from a wide range of economics elective units to suit their interests and their career intentions. A fourth year of study is available in the form of an honours year.</td>
</tr>
<tr>
<td>Special Requirements</td>
<td>There may be a reduction in choice of units if completing this course in the external mode. Students undertaking this course will be subject to additional academic progress rules, as seen at the end of the course structure.</td>
</tr>
<tr>
<td>Recommended Double Majors</td>
<td>Accounting (BCom); Business Law (BCom); Finance (BCom); Management (BCom); Politics and International Studies (BA)</td>
</tr>
<tr>
<td>Excluded Minors</td>
<td>Business Economics; Policy Economics</td>
</tr>
<tr>
<td>Professional Recognition</td>
<td>Graduates are eligible for Associate Professional membership of the Economics Society of Australia.</td>
</tr>
<tr>
<td><strong>Marketing and the Media (BMM) – Course Description</strong></td>
<td></td>
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<td>-------------------------------------------------------</td>
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</tr>
<tr>
<td><strong>School</strong></td>
<td>Murdoch Business School</td>
</tr>
<tr>
<td><strong>Qualifications</strong></td>
<td>Bachelor of Marketing and the Media (BMM)</td>
</tr>
<tr>
<td><strong>Course Codes</strong></td>
<td>B1142</td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>This major provides students with a unique combination of skills and knowledge from the related areas of marketing and communications, two areas of critical importance in a commercial environment.</td>
</tr>
<tr>
<td></td>
<td>Marketing examines the processes of exchange of services and goods between individuals and organisations. In particular, marketing examines the needs and wants of groups of consumers and how to provide for those needs and wants in the most effective and efficient manner.</td>
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<tr>
<td></td>
<td>Communication through the media, that is radio, television, film and print, is crucial to the marketing process. Students will gain a critical understanding of communication policies, of the historical, social, and textual aspects of popular culture and of media audiences.</td>
</tr>
<tr>
<td><strong>Special Requirements</strong></td>
<td>Students undertaking this course will be subject to additional academic progress rules, as seen at the end of the course structure.</td>
</tr>
<tr>
<td><strong>Excluded Majors</strong></td>
<td>Marketing Management (BCom); Media Studies (BMedia); Public Relations (BMassComm)</td>
</tr>
<tr>
<td><strong>Excluded Minors</strong></td>
<td>Marketing; Public Relations</td>
</tr>
</tbody>
</table>
ECONOMICS (BECON) CHECKLIST OF UNITS AND PREREQUISITES 2009

Murdoch Business School
Bachelor of Economics (BEcon)

Course Structure — 72 points

Part I — 24 points

Foundation Unit — 3 points
Select one Foundation Unit from the Foundation Units section in this Handbook.

Core Units — 6 points

□BUS161 Introduction to Economics — 3 pts
Murd: F3-Int (full fee-paying), S1-Int, S1-Ext, S2-Int, S2-Ext
□MAS180 Introduction to Statistics — 3 pts
Murd: S1-Int, S1-Ext, S2-Int, S2-Ext

Specified Electives — 3 points
Select one unit from the following:

□BUS160 Introduction to Accounting — 3 pts
Murd: F3-Int (full fee-paying), S1-Int, S2-Int
□BUS145 Principles of Management — 3 pts
Murd: F3-Int (full fee-paying), S1-Int, S2-Int
□BUS162 Australian Business and the Economy — 3 pts
Murd: S2-Int, S2-Ext
□BUS169 Principles of Marketing — 3 pts
Murd: S1-Int, S2-Int
□BUS140 Principles of Finance and Banking — 3 pts
Murd: S1-Int, S2-Int

General Electives — 12 points
Select from any 100-level units offered by the University, subject to individual unit prerequisites.

Students are advised to consider using these points to meet the requirements of a second major or minor. Recommended double major(s): Accounting (BCom); Business Law (BCom); Finance (BCom); Management (BCom); Politics and International Studies (BA).

Part II — 48 points

Core Units — 16 points

□BUS260 Macroeconomics A — 4 pts
Murd: S1-Int, S1-Ext
□BUS261 Microeconomics A — 4 pts
Murd: S1-Int, S1-Ext
□BUS361 Microeconomics B — 4 pts
Murd: S1-Ext, S2-Int, S2-Ext
□BUS360 Macroeconomics B — 4 pts
Murd: S2-Int, S2-Ext

Specified Electives — 8 points
Select two units from the following (students intending to take Honours should include BUS294 Econometrics — 4 pts in their selection):

□BUS272 Changing Economies of Asia — 4 pts
Murd: S1-Int, S1-Ext
□BUS375 Human Resource Economics — 4 pts
Murd: S2-Int, S2-Ext
□BUS290 Financial Markets and Institutions — 4 pts
Murd: F3-Int (full fee-paying), S1-Int, S1-Ext
□BUS294 Econometrics — 4 pts Murd: S1-Int, S1-Ext

□BUS208 Quantitative Methods for Business and Economics — 4 pts
Murd: F3-Int (full fee-paying), S2-Int, S2-Ext
□BUS234 Chinese Economy — 4 pts
Murd: F3-Int (full fee-paying), S2-Int, S2-Ext
□BUS200 Special Topics in Economics: Economic Thought and Controversy — 4 pts
Murd: S1-Int, S1-Ext
□BUS2001 Special Topics in Economics: Market and Government — 4 pts
Murd: S2-Int, S2-Ext
□BUS250 The Economics of Global Climate Change — 4 pts
Murd: S2-Int, S2-Ext

General Electives — 24 points
Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites.

Students are advised to consider using these points to meet the requirements of a second major or minor. Recommended double major(s): Accounting (BCom); Business Law (BCom); Finance (BCom); Management (BCom); Politics and International Studies (BA).

Additional Academic Progress Requirements
All students are expected to make reasonable progress in their studies. Students may be required to meet specific enrolment and progress requirements if they are failing required units in their major(s) or are otherwise having difficulty with units. Where a student fails more than half of the required units attempted in the year or fails required units twice, they could be excluded from the course.

The progress of all students is checked at the end of each semester. In the case of a full-time student (pro rata for part-time students) the following applies:

* Those who fail 50 per cent or more points of their enrolment load are recommended to reduce their load in their next semester of enrolment, if possible. In all such cases the student is required to complete successfully at least 50 per cent of enrolled points in their next semester of study in order to maintain their place in the course (for example, will be placed on Performance Contract in their next semester of study).

* Those who subsequently fail to meet their performance contract will be excluded from the course for a period of two semesters, after which time they may apply for readmission to the course.

PREREQUISITES — ECONOMICS (BECON)

□Australian Business and the Economy (BUS162)
Prerequisites: Nil.

□Changing Economies of Asia (BUS272)
Prerequisites: Nil.

□Chinese Economy (BUS234)
Prerequisites: Nil. Recommended: C161/BUS161 Introduction to Economics. No knowledge of the Chinese language is required.

□Econometrics (BUS294)
Prerequisites: M164/MAS164 Fundamentals of Mathematics or M180/MAS180 Introduction to Statistics or M183/MAS183 Statistical Methods and C161/BUS161 Introduction to Economics.

□Financial Markets and Institutions (BUS290)
Prerequisites: C161/BUS161 Introduction to Economics.
Human Resource Economics (BUS375)
Prerequisites: Nil.

Introduction to Accounting (BUS160)
Prerequisites: Nil.

Introduction to Economics (BUS161)
Prerequisites: Nil. This unit assumes no prior knowledge of economics and is a prerequisite for many Part II units in Economics.

Introduction to Statistics (MAS180)
Prerequisites: Nil.

Macroeconomics A (BUS260)
Prerequisites: C161/BUS161 Introduction to Economics.

Macroeconomics B (BUS360)
Prerequisites: C260/BUS260 Macroeconomics A.

Microeconomics A (BUS261)
Prerequisites: C161/BUS161 Introduction to Economics or enrolment in a postgraduate course.

Microeconomics B (BUS361)
Prerequisites: C261/BUS261 Microeconomics A.

Principles of Finance and Banking (BUS140)
Prerequisites: Nil.

Principles of Management (BUS145)
Prerequisites: Nil.

Principles of Marketing (BUS169)
Prerequisites: Nil.

Quantitative Methods for Business and Economics (BUS208)
Prerequisites: Nil.

Special Topics in Economics: Economic Thought and Controversy (BUS200)
Prerequisites: Nil.

Special Topics in Economics: Market and Government (BUS2001)
Prerequisites: Nil.

The Economics of Global Climate Change (BUS250)
Prerequisites: Nil.
MARKETING AND THE MEDIA (BMM) CHECKLIST OF UNITS AND PREREQUISITES 2009

Murdoch Business School
Bachelor of Marketing and the Media (BMM)

Course Structure — 72 points

Part I — 24 points

.Foundation Unit — 3 points
Select one Foundation Unit from the Foundation Units section in this Handbook.

.Core Units — 12 points

- MCC108 Introduction to Mass Communication — 3 pts
  Murd: S1-Int, S1-Ext
- MCC107 Introduction to Public Relations — 3 pts
  Murd: S2-Int, S2-Ext
- BUS169 Principles of Marketing — 3 pts
  Murd: S1-Int, S1-Ext
- BUS165 Principles of Commercial Law — 3 pts
  Murd: F3-Int (full fee-paying), S1-Int, S1-Ext, S2-Int

.General Electives — 9 points
Select from any 100-level units offered by the University, subject to individual unit prerequisites.

Students are advised to consider using these points to meet the requirements of a second major or minor.

Part II — 48 points

.Core Units — 24 points

- BUS214 Marketing Development and Planning — 4 pts
  Murd: F3-Int (full fee-paying), S1-Int
- BUS273 Consumer Behaviour — 4 pts
  Murd: S2-Int
- BUS336 Integrated Marketing Communications — 4 pts
  Murd: F3-Int (full fee-paying), S1-Int
- MCC307 Campaign Management — 4 pts
  Murd: S2-Int
- BUS209 Marketing and Advertising Law — 4 pts
  Murd: S1-Int
- MCC204 Public Relations: Contemporary Approaches — 4 pts
  Murd: S2-Int

.Specified Electives — 12 points
Select at least one unit from the Marketing list and at least one unit from the Media list below:

Marketing

- BUS324 Services Marketing — 4 pts
  Murd: F3-Int (full fee-paying), S2-Int
- BUS321 International Marketing — 4 pts
  Murd: S1-Int
- BUS305 Digital Marketing — 4 pts
  Murd: S1-Int
- BUS339 Advertising Production — 4 pts
  Murd: S1-Int

Media

- MCC246 Professional Communication — 4 pts
  Murd: S1-Int, S1-Ext
- MCC236 Media Audiences and the Public — 4 pts
  Murd: S1-Int, S1-Ext

PREREQUISITES — MARKETING AND THE MEDIA (BMM)

- Advertising Production (BUS339)
- Campaign Management (MCC307)
  Prerequisites: MCC204 Public Relations: Contemporary Approaches (or MCC204 Public Relations: Theory and Writing or MSC235 Public Relations: Principles & Writing Practice).
- Communication and Conflict Management (MCC345)
  Prerequisites: MCC204 Public Relations: Contemporary Approaches (or MCC204 Public Relations: Theory and Writing or MSC235 Public Relations: Principles & Writing Practice).
- Communication Research (MCC213)
  Prerequisites: MCC108 Introduction to Mass Communication.
- Consumer Behaviour (BUS273)
  Prerequisites: C169/BUS169 Principles of Marketing or C213/TOU213 Tourism Marketing.
- Digital Marketing (BUS305)
  Prerequisites: C214/BUS214 Marketing Development and Planning.

Additional Academic Progress Requirements

All students are expected to make reasonable progress in their studies. Students may be required to meet specific enrolment and progress requirements if they are failing required units in their major(s) or are otherwise having difficulty with units. Where a student fails more than half of the required units attempted in the year or fails required units twice, they could be excluded from the course.

The progress of all students is checked at the end of each semester. In the case of a full-time student (pro rata for part-time students) the following applies:

* Those who fail 50 per cent or more points of their enrolment load are recommended to reduce their load in their next semester of enrolment, if possible. In all such cases the student is required to complete successfully at least 50 per cent of enrolled points in their next semester of study in order to maintain their place in the course (for example, will be placed on Performance Contract in their next semester of study).

* Those who subsequently fail to meet their performance contract will be excluded from the course for a period of two semesters, after which time they may apply for readmission to the course.
Integrated Marketing Communications (BUS336)
Prerequisites: C214/BUS214 Marketing Development and Planning and C273/BUS273 Consumer Behaviour.

International Marketing (BUS321)
Prerequisites: BUS214 Marketing Development and Planning and BUS273 Consumer Behaviour.

Introduction to Mass Communication (MCC108)
Prerequisites: Nil.

Introduction to Public Relations (MCC107)
Prerequisites: Nil.

Marketing and Advertising Law (BUS209)
Prerequisites: BUS165 Principles of Commercial Law.

Marketing Development and Planning (BUS214)
Prerequisites: C169/BUS169 Principles of Marketing or C213/TOU213 Tourism Marketing.

Media Audiences and the Public (MCC236)
Prerequisites: MCC108 Introduction to Mass Communication.

Principles of Commercial Law (BUS165)
Prerequisites: Nil.

Principles of Marketing (BUS169)
Prerequisites: Nil.

Professional Communication (MCC246)
Prerequisites: Nil.

Public Relations: Contemporary Approaches (MCC204)
Prerequisites: MCC107 Introduction to Public Relations.

Services Marketing (BUS324)
Prerequisites: C214/BUS214 Marketing Development and Planning and C273/BUS273 Consumer Behaviour.
Bachelor of Economics  
Semester 2 2009 Sample Enrolment

Must be read in conjunction with full course structure, unit prerequisites and enrolment options on Checklist

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<tr>
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<td>BUS169 Principles of Marketing</td>
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<tr>
<td>BUS140 Principles of Finance and Banking</td>
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<td>BUS272 Changing Economies of Asia</td>
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<td>BUS208 Quantitative Methods for Business &amp; Economics</td>
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<td>BUS294 Econometrics</td>
<td>BUS234 Chinese Economy</td>
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<tr>
<td>BUS200 Special Topics in Economics: The Economics of Global Climate Change</td>
<td>BUS2001 Special Topics in Economics: Market and Government</td>
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<tr>
<td>BUS250 The Economics of Global Climate Change</td>
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(Students intending to take Honours should include BUS294 Econometrics in their selection)
Bachelor of Marketing and the Media  
Semester 2 2009 Sample Enrolment

Must be read in conjunction with full course structure, unit prerequisites and enrolment options on Checklist

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<td>BUS165 Principles of Commercial Law</td>
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<td><strong>Select three Specified Electives from the lists below, at least one unit from Marketing and at least one unit from Media:</strong></td>
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<td>BUS305 Digital Marketing</td>
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<td><strong>Media</strong></td>
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<td>MCC213 Communication Research</td>
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Foundation Units

All Murdoch students are required to complete one Foundation Unit unless they have been awarded Advanced Standing including an exemption for it. Check the teaching timetable for most up-to-date day, time and room location of each Foundation Unit: [http://www.murdoch.edu.au/admin/timetables/teaching/](http://www.murdoch.edu.au/admin/timetables/teaching/). All foundation units have Lectures: 2 hours per week; workshops/tutorials: 2 hours per week. Below are the foundation units on offer for semester 2.

FDN105 Structure, Thought and Reality
Murdoch: S1-internal, S1-external, Y-external
Unit Coordinator: Dr Ian Cook, i.cook@murdoch.edu.au, Tel: 9360 6117, Education and Humanities Room 3.040
In this unit you will be asked to think differently about reality. Rather than taking reality to be natural or objective, we will treat it as social or subjective. When we think of reality in this way, we start to understand "truth" and "knowledge" in a very different light. After considering reasons to treat reality as social or subjective, we apply this view of reality to topics including: human sexuality, childhood, death, virtual reality, God and the war on terror.

FDN115 Interactions of Society and Technology
Murdoch: S1-internal, S1-external, S2-internal, S2-external
Peel: S1-internal, S2-internal, Rockingham: S1-internal, S2-internal
Unit Coordinator – Ms Martina Muller, m.muller@murdoch.edu.au, Tel: 9360 2955, Science and Computing Room 2.011
Society's constantly evolving interrelationship with technology has fundamentally changed our perception of ourselves and society. It is increasingly important for people to have a broad understanding of social, historical, ethical, economic and environmental factors that interconnect societal development with the nature of technology. This unit will provide students with an understanding of these issues.
Topics: histories of western culture and sciences, the nature of democracy, life cycle analysis and sustainability, political structures, cities, reproductive technologies, privacy, medicine, design and innovation.

FDN150 Reinventing Australia
Murdoch: S1-internal, S1-external, S2-internal, S2-external, Rockingham: S1-internal
Unit Coordinator – Associate Professor Michael Sturma, m.sturma@murdoch.edu.au, Tel: 9360 2857, Social Sciences Room 2.016
As Australia is in some sense being 'reinvented' by globalisation, new technology and other forces for change, we consider just what 'Australia' is and possibilities for shaping its future. Topics: contemporary issues such as the environment, Aboriginal rights, the family, multiculturalism, and terrorism. Our aim is to identify and understand some of the salient features of Australian society.
# Personal Study Plan

Unit Sets: ________________________________________________________________
________________________________________________________________________
________________________________________________________________________

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<th>YEAR</th>
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</table>
Program Chair & Academic Contact Details

Mr John Murphy
j.murphy@murdoch.edu.au, p: 08 9360 7515, ECL 3.027

Correct at time of printing. For the most up-to-date list of Academic contacts, please consult: http://www.murdoch.edu.au/contacts/academic/.

Enrolment Enquiries

Enrolment advice will be provided at the Course Advice Sessions during Orientation Week. If you have attended one of these sessions and still have enrolment queries, please contact your Faculty Student Administration staff member.

Jill Foster, Student Administrative Officer
j.foster@murdoch.edu.au
Education and Humanities Building Room 2.002
p: 08 9360 6520
http://www.murdoch.edu.au/fsa/

The New Students website (http://www.murdoch.edu.au/students/new/) will also assist you with links to enrolment procedures, sample enrolments, including unit selection for common double majors, Fees, Orientation and Services and Facilities.
Handy Contacts and Websites

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<th>Contact</th>
<th>Email</th>
<th>Phone (+618)</th>
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<td>Computer/MyInfo</td>
<td>IT Service Desk</td>
<td><a href="mailto:itservicedesk@murdoch.edu.au">itservicedesk@murdoch.edu.au</a></td>
<td>9360 2000</td>
<td>Library (north) Level 2</td>
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<tr>
<td>Enrolment – units</td>
<td>Faculty Student Administration</td>
<td><a href="mailto:fsa@murdoch.edu.au">fsa@murdoch.edu.au</a></td>
<td>9360 2420</td>
<td>EH 2.002</td>
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<td><a href="mailto:itservicedesk@murdoch.edu.au">itservicedesk@murdoch.edu.au</a></td>
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<td>Student Service Centre</td>
<td><a href="mailto:parking@murdoch.edu.au">parking@murdoch.edu.au</a></td>
<td>9360 6127</td>
<td>Chancellery 2.020</td>
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<td>HECS-Help and Fees</td>
<td>Student Service Centre</td>
<td><a href="mailto:fees@murdoch.edu.au">fees@murdoch.edu.au</a></td>
<td>9360 6127</td>
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<td>Books/Unit materials</td>
<td>Bookshop</td>
<td><a href="mailto:bookshop@murdoch.edu.au">bookshop@murdoch.edu.au</a></td>
<td>9360 2540</td>
<td>Refectory 2.051</td>
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<td>International Students</td>
<td>Murdoch International</td>
<td><a href="mailto:internat@murdoch.edu.au">internat@murdoch.edu.au</a></td>
<td>9360 6770</td>
<td>Senate 1.001</td>
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<tr>
<td>Advanced Standing – Credit &amp; Exemptions</td>
<td>Mr Allan Wong (Domestic Students) Mr John Tan (International Stud.)</td>
<td><a href="mailto:A.Wong@murdoch.edu.au">A.Wong@murdoch.edu.au</a> <a href="mailto:J.Tan@murdoch.edu.au">J.Tan@murdoch.edu.au</a></td>
<td>9360 6352 9360 6010</td>
<td>Chancellery 2.027 Senate 1.001</td>
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<tr>
<td>First Year Experience Coordinator</td>
<td>Tammy Geddes</td>
<td><a href="mailto:firstyear@murdoch.edu.au">firstyear@murdoch.edu.au</a></td>
<td>9360 2519</td>
<td>Library 3.001B</td>
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Faculty Student Administration [http://www.murdoch.edu.au/fsa](http://www.murdoch.edu.au/fsa)
Guild of Students [http://guild.murdoch.edu.au](http://guild.murdoch.edu.au)
Murdoch International [http://www.international.murdoch.edu.au](http://www.international.murdoch.edu.au)
MyMurdoch (online enrolment) [http://my.murdoch.edu.au](http://my.murdoch.edu.au)
Parking and Transport [http://www.murdoch.edu.au/index/students/P&T](http://www.murdoch.edu.au/index/students/P&T)
Unit coordinator details [http://www.murdoch.edu.au/index/units](http://www.murdoch.edu.au/index/units)