



Finding & Searching your Units

**Study Abroad & Exchange
2020**

Welcome!

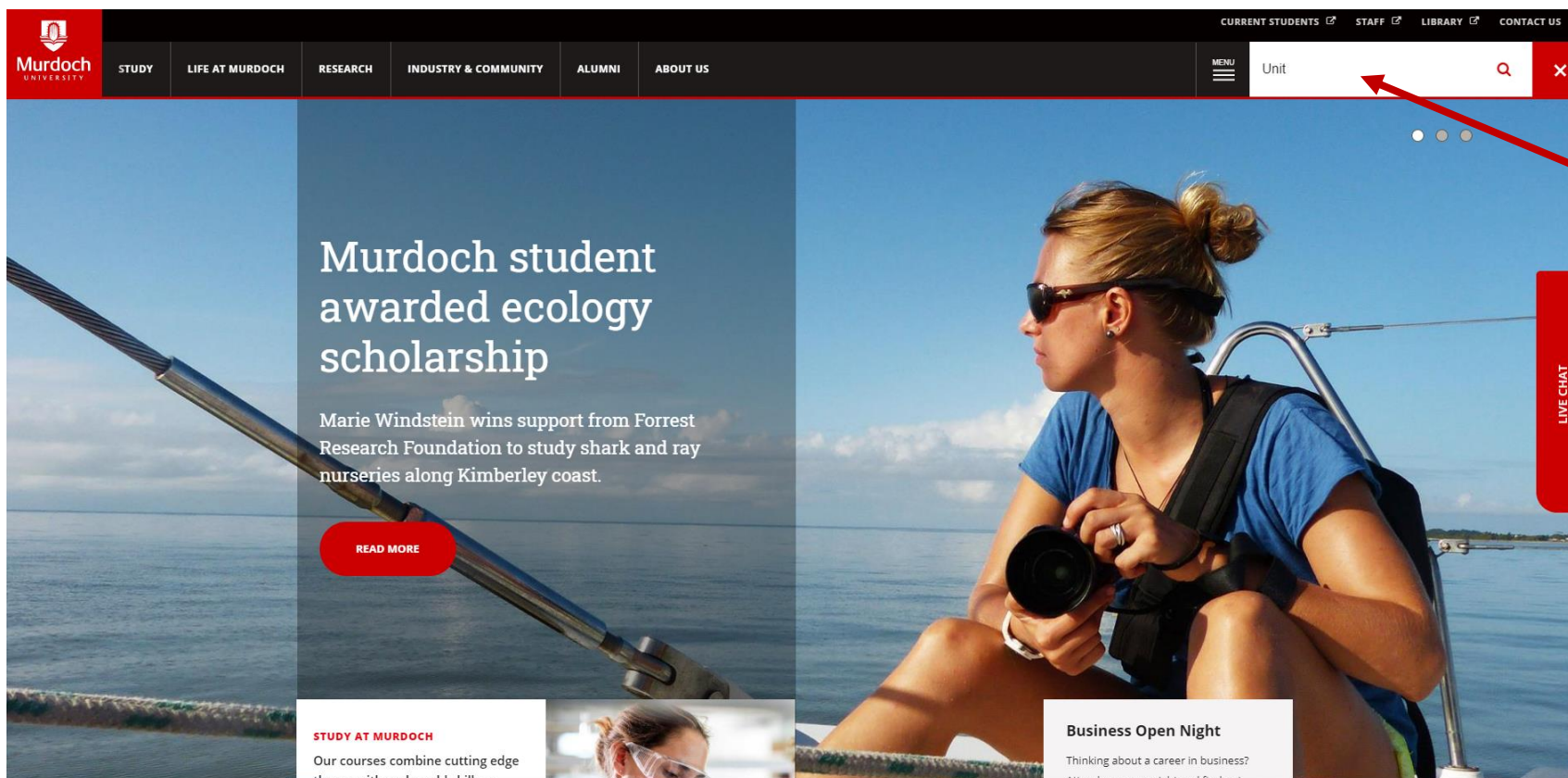
We have prepared this document to assist you, as an incoming Study Abroad and Exchange Student, with finding & selecting 'Units' (courses/modules/classes/papers) to study here at Murdoch.

**If you have any questions, please contact us on
studyabroad@murdoch.edu.au**

Let's Get Started

To find units (courses/modules/papers/classes) available at Murdoch, visit our online Handbook:

<http://handbook.murdoch.edu.au/units/>



The screenshot shows the Murdoch University website header. The navigation menu includes: STUDY, LIFE AT MURDOCH, RESEARCH, INDUSTRY & COMMUNITY, ALUMNI, ABOUT US, CURRENT STUDENTS, STAFF, LIBRARY, and CONTACT US. A search bar in the top right corner contains the text 'Unit' and has a magnifying glass icon and a close button. A red arrow points to the search bar. Below the header, there is a large banner image of a woman on a boat. The banner text reads: 'Murdoch student awarded ecology scholarship' and 'Marie Windstein wins support from Forrest Research Foundation to study shark and ray nurseries along Kimberley coast.' There is a 'READ MORE' button. At the bottom, there are two small promotional boxes: 'STUDY AT MURDOCH' and 'Business Open Night'.

Alternatively, you can find this link by going to the Murdoch Homepage and typing the word 'Units' into the top right hand corner search bar. When you press enter, the Murdoch University Handbook should be in the top options.

Search for a Unit

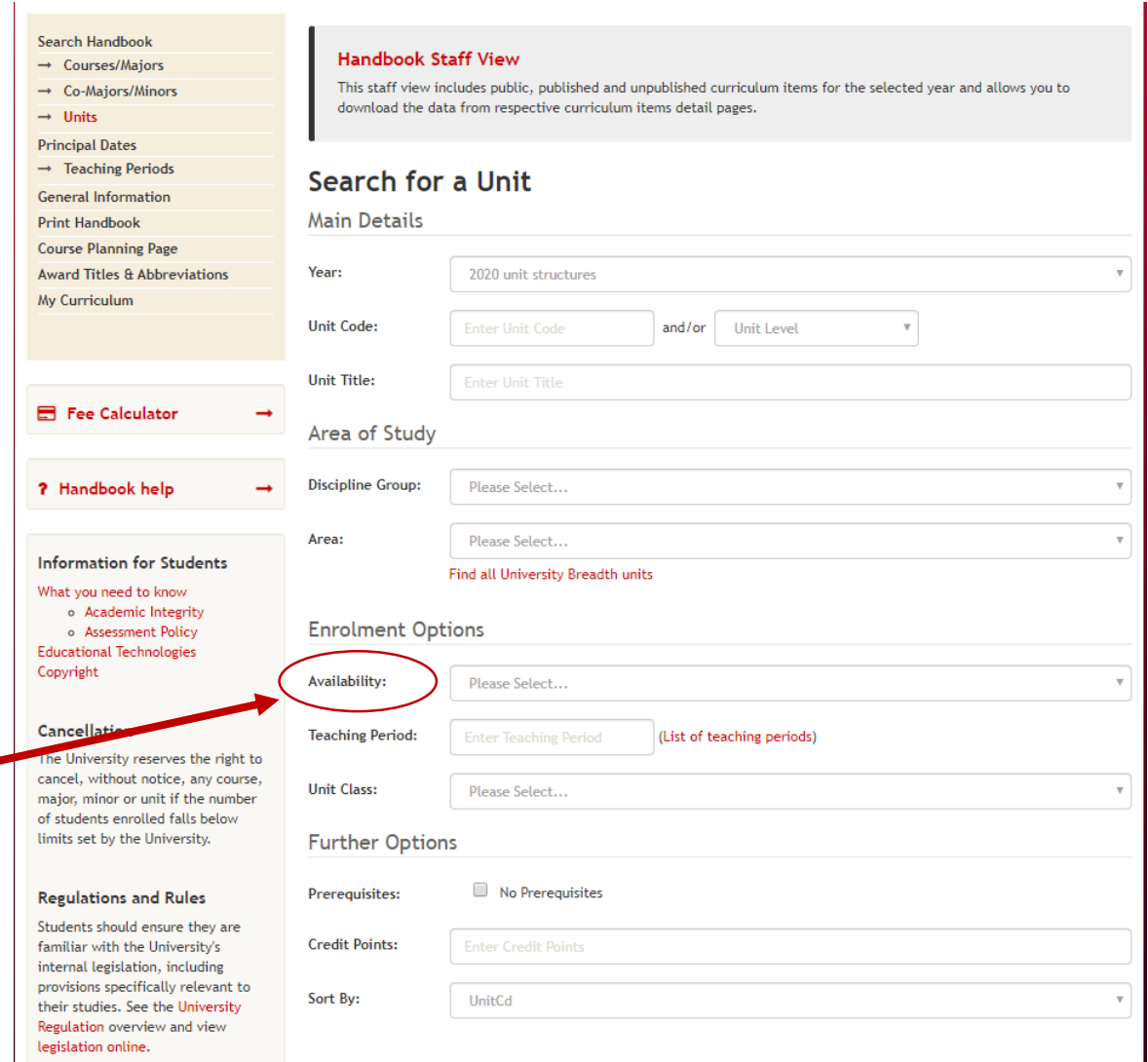
After clicking on this link and arriving at the units section of our online Handbook, you will be able to search for all units available at Murdoch.

Note: There are many options on this page for you to filter your unit search

The year will be defaulted (e.g. 2020 unit structure), make sure to filter by the semester you are searching for in the **“teaching period”** field. (i.e. When you will be attending Murdoch)

“S1” = Semester 1, February – June (Spring)

“S2” = Semester 2, July – November (Fall)



Handbook Staff View
This staff view includes public, published and unpublished curriculum items for the selected year and allows you to download the data from respective curriculum items detail pages.

Search for a Unit

Main Details

Year: 2020 unit structures

Unit Code: Enter Unit Code and/or Unit Level

Unit Title: Enter Unit Title

Area of Study

Discipline Group: Please Select...

Area: Please Select...
[Find all University Breadth units](#)

Enrolment Options

Availability: Please Select...

Teaching Period: Enter Teaching Period (List of teaching periods)

Unit Class: Please Select...

Further Options

Prerequisites: No Prerequisites

Credit Points: Enter Credit Points

Sort By: UnitCd

Information for Students
What you need to know
o Academic Integrity
o Assessment Policy
Educational Technologies
Copyright

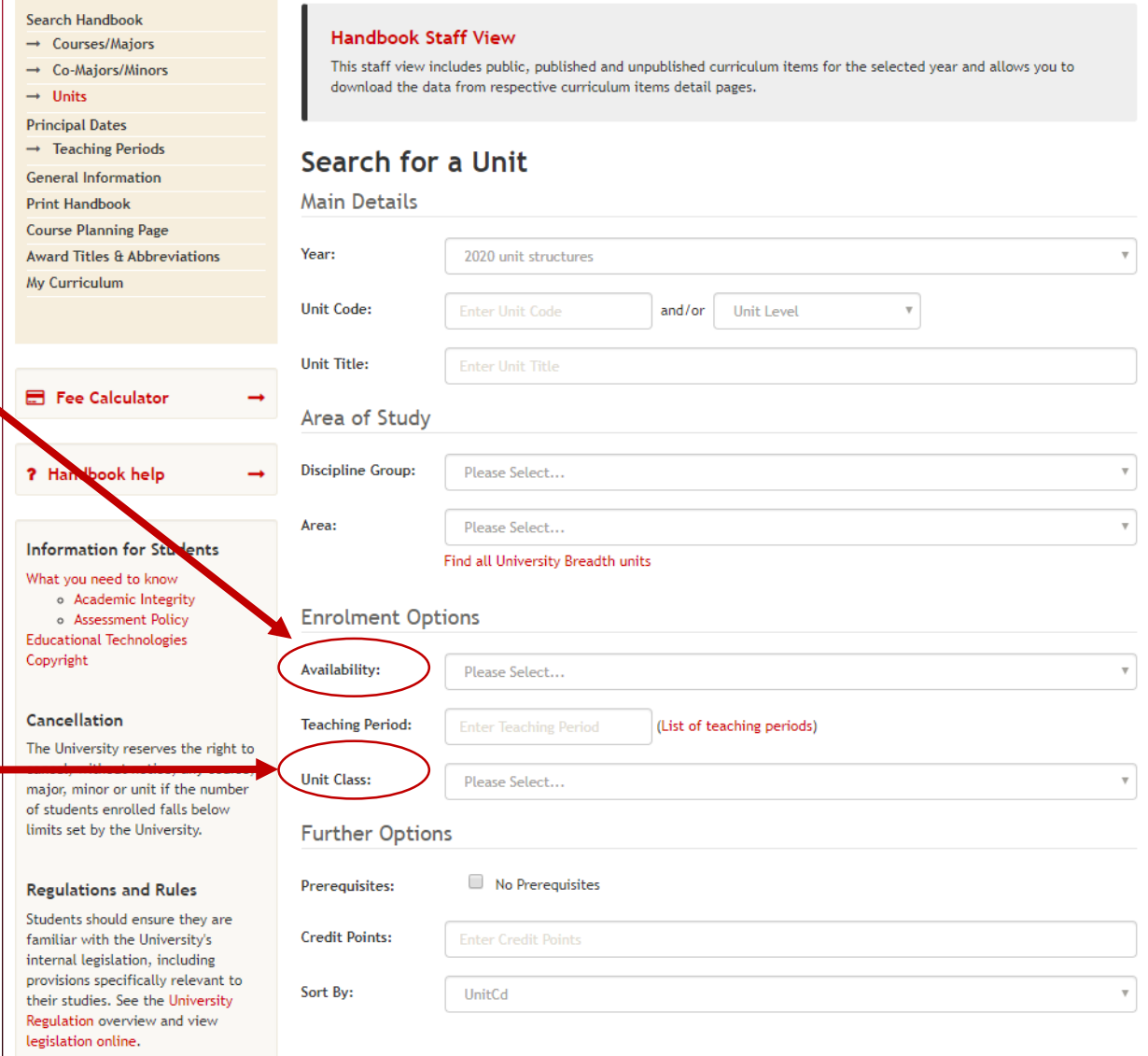
Cancellations
The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University.

Regulations and Rules
Students should ensure they are familiar with the University's internal legislation, including provisions specifically relevant to their studies. See the [University Regulation](#) overview and view [legislation online](#).

Filters

It is usually helpful to further filter your search by choosing **Murdoch** in **'Availability'**. The vast majority of units are offered at the main campus at Murdoch (Perth), but some are only offered at Murdoch's other regional and international campuses.

We also recommend choosing **'Internal'** from the choices in the field for **'Unit Class'** (this will filter out all classes that are online-only classes, known as "external" units at Murdoch). To choose units in a particular field of study, go to the **'Area of Study'** section and choose a specific **'Discipline Group'** or **'Area'** from the drop-down boxes.



Search Handbook

- Courses/Majors
- Co-Majors/Minors
- **Units**
- Principal Dates
- Teaching Periods
- General Information
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- Course Planning Page
- Award Titles & Abbreviations
- My Curriculum

Fee Calculator →

Handbook help →

Information for Students

- What you need to know
 - Academic Integrity
 - Assessment Policy
- Educational Technologies
- Copyright

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Search for a Unit

Main Details

Year:

Unit Code: and/or

Unit Title:

Area of Study

Discipline Group:

Area:

[Find all University Breadth units](#)

Enrolment Options

Availability:

Teaching Period: ([List of teaching periods](#))

Unit Class:

Further Options

Prerequisites: No Prerequisites

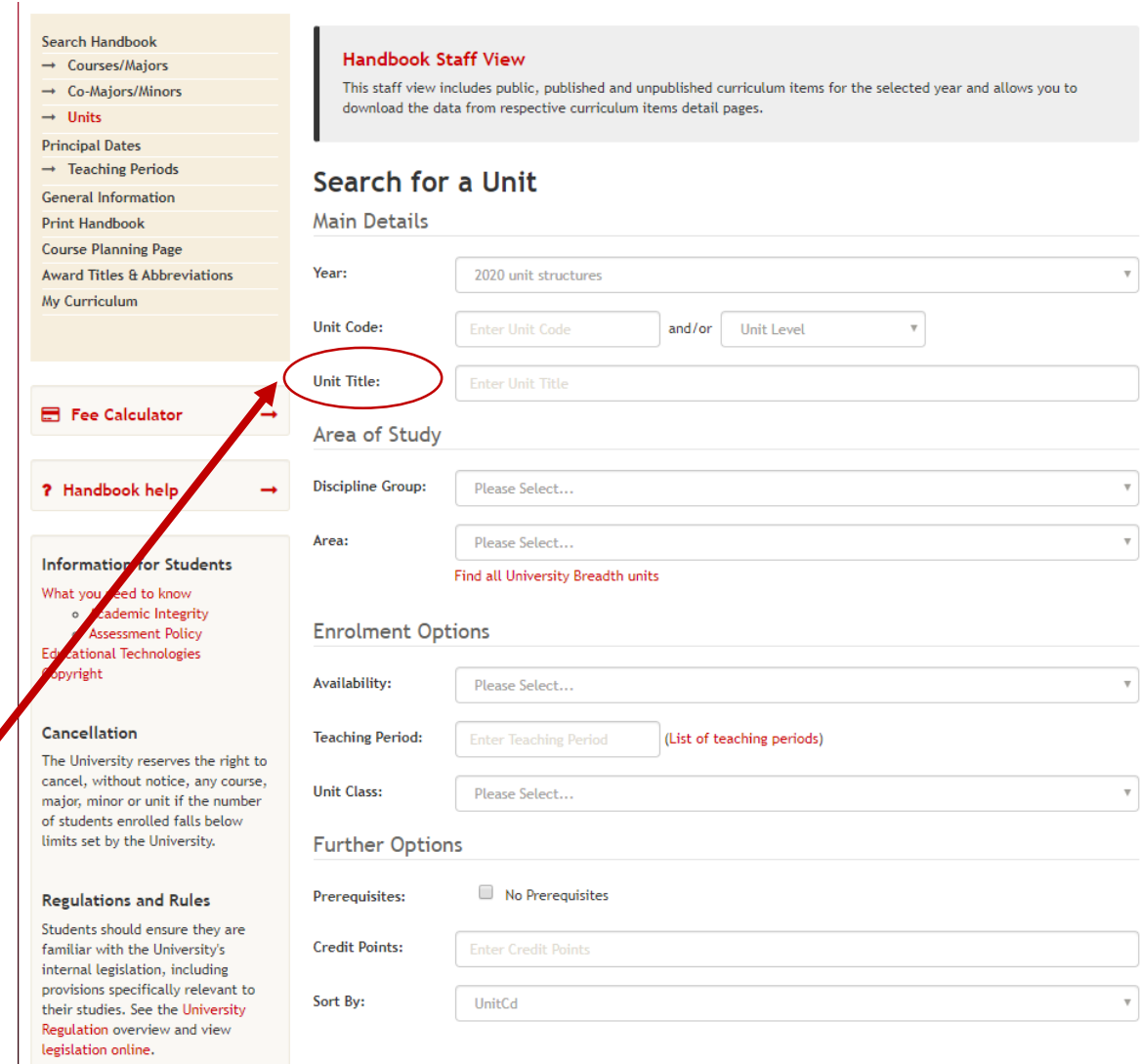
Credit Points:

Sort By:

What units can I take?

Murdoch University has no requirement that you take units which correspond to your field of study at your home university, nor does Murdoch have any requirement that you must take all of your units from one course of study. Some restrictions and quotas do apply in the fields of Media, Veterinary Science, Psychology and Chiropractic Science, and for all units, you **must** meet any individual pre-requisites.

If you are searching for a unit which corresponds to a requirement at your home university, you can try to search for similar keywords using the **Unit Title** field. For example, if you are a business student and looking for an accounting related unit, you can type in part of the word, e.g. “**market**”. This will bring up all the units which have “marketing” in their title. *Note: there may be other units which are related to marketing, but not have the “marketing” in their title.*



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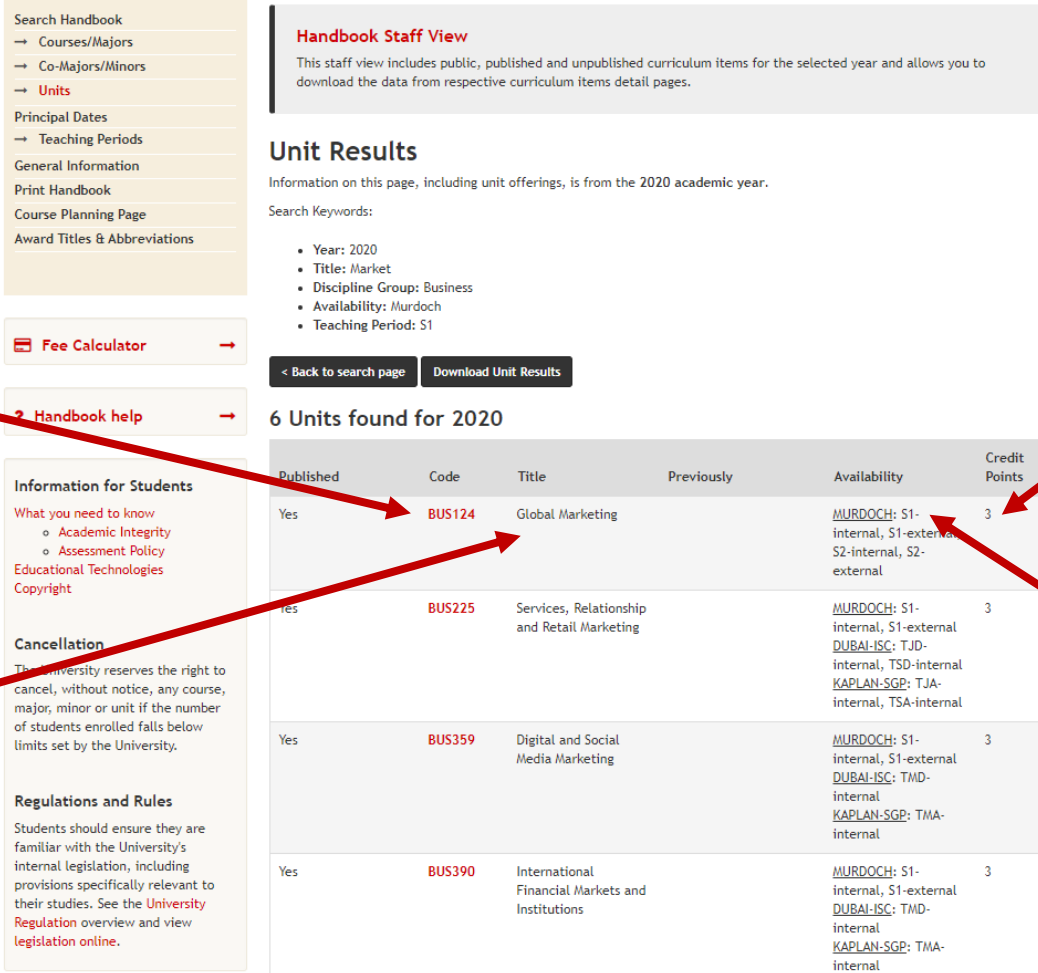
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Results Page

The previous search will yield a results page that will look like this. The search will provide an itemized list which will display the following information: Unit Code, Unit Title, Availability and Credit Points.



Unit Code

Unit Title

Credit Points

Availability

Handbook Staff View
This staff view includes public, published and unpublished curriculum items for the selected year and allows you to download the data from respective curriculum items detail pages.

Unit Results
Information on this page, including unit offerings, is from the 2020 academic year.
Search Keywords:

- Year: 2020
- Title: Market
- Discipline Group: Business
- Availability: Murdoch
- Teaching Period: S1

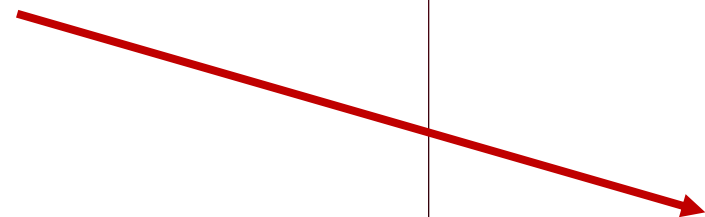
6 Units found for 2020

Published	Code	Title	Previously	Availability	Credit Points
Yes	BUS124	Global Marketing		MURDOCH: S1-internal, S1-external, S2-internal, S2-external	3
Yes	BUS225	Services, Relationship and Retail Marketing		MURDOCH: S1-internal, S1-external DUBAI-ISC: TJD-internal, TSD-internal KAPLAN-SGP: TJA-internal, TSA-internal	3
Yes	BUS359	Digital and Social Media Marketing		MURDOCH: S1-internal, S1-external DUBAI-ISC: TMD-internal KAPLAN-SGP: TMA-internal	3
Yes	BUS390	International Financial Markets and Institutions		MURDOCH: S1-internal, S1-external DUBAI-ISC: TMD-internal KAPLAN-SGP: TMA-internal	3

Individual Units


You can choose an individual unit to find out more information by clicking on the Unit Code. Information will include a brief description, unit learning outcomes, contact time, pre-requisites (if any) and the contact information of the professor who is teaching the unit (called the Unit Coordinator) and much more.


Please ensure you look at prerequisites and check that you meet them before selecting a unit



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[Educational Technologies](#)
[Copyright](#)

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[Download Unit Description](#)

Unit (2020)

Information on this page, including unit offerings, is from the 2020 academic year.

Services, Relationship and Retail Marketing (BUS225) (Published)

Organisational Unit	Business
Credit Points	3
Availability	MURDOCH: S1-internal, S1-external DUBAI-ISC: TJD-internal, TSD-internal KAPLAN-SGP: TJA-internal, TSA-internal
Teaching Timetables	Murdoch S1
Description	The marketing of services and tangible goods differs, requiring different strategies to be employed in marketing service organisations. Students will analyse and critically examine services marketing together with relationship and retail marketing. They will be asked to reflect on the activities of the service strategy of organisations including retail, and the broader implications it presents in areas of the ethical conduct and varying customer expectations or situations.
Unit Learning Outcomes	On successful completion of the unit students should be able to: ULO1: Evaluate service and retail businesses using marketing theories, concepts and tools; ULO2: Design and apply a Service Blueprint to evaluate customer touchpoints; ULO3: Distinguish differences between product and services and apply appropriate theories and tools in developing solutions; ULO4: Differentiate customer service experiences according to context, culture and situation; ULO5: Explain contemporary trends and identify ethical issues where consumers may need protection in retail services.
Timetabled Learning Activities	2 Hour Workshop, one per week of semester All offerings of this unit include the equivalent of 30 hours of structured learning.
Unit Learning Experiences	The learning and teaching approach informing the assessment and activity selection and design in this unit are student-centred, constructivist, and outcome-based (SOLO), featuring predominantly active learning strategies with tasks that are open-ended, authentic, and scaffolded. The unit uses blended learning which combines learning online with interactive workshops. Using this combination of online and face-to-face learning provides flexibility for all students to learn anytime (24/7), anywhere (with an internet connection) at a pace that suits their learning style. In this unit students will explore concepts prior to workshops, through online materials.
Other Learning Experiences	Nil
Assessment	Assessment in this unit is authentic and relevant; assessments are constructive and sequential; requiring students to use and engage with progressively higher-order cognitive processes and assessments are aligned with the desired learning outcomes. Assessment comprises the three assessments: Mid Semester Test: 25% Reflective Essay and Service Blueprint: 35% Final Exam: 40%
Prerequisites	BUS124 Global Marketing or BUS183 Foundations of Marketing or BUS169 Principles of Marketing
Exclusions	Students who have completed BUS268 Services Marketing OR BUS296 Services Marketing OR BUS324

Prerequisites

Please be aware that in order to be allowed entry into a unit at Murdoch, you must satisfy the prerequisites of the unit. Prerequisites indicate that a certain level of background knowledge is required in order to succeed in the unit, and exist to ensure that students are placed in appropriate units.

In most cases, the Student Mobility Officer (Inbound) will use your transcript to determine whether you have equivalent units in your academic history – in some cases the Unit coordinator will be contacted and their decision will be final.

If you would like to check your eligibility for units before you submit them for transfer credit assessment at your home university, you are welcome to contact us to get pre-approved for your units.

studyabroad@murdoch.edu.au

Prerequisites	BUS124 Global Marketing or BUS183 Foundations of Marketing or BUS169 Principles of Marketing
Exclusions	Students who have completed BUS268 Services Marketing OR BUS296 Services Marketing OR BUS324 Services Marketing may not enrol in this unit for credit



We look forward to welcoming you to Murdoch!

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