

BACHELOR OF BUSINESS AK3693

MARKETING 2025

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	
<input type="checkbox"/>	COURSE 1	BUSS505	Consumer and Organisational Behaviour	15 points	
<input type="checkbox"/>	COURSE 2	BUSS507	Financial Decision Making and Information Systems	15 points	
<input type="checkbox"/>	COURSE 3	BUSS508	Economics and International Business	15 points	
<input type="checkbox"/>	COURSE 4	BUSS509	Ethics, Responsibility and Sustainability	15 points	
Marketing Major courses			<i>pre-requisites</i>	120 points	
<input type="checkbox"/>	COURSE 1	MKTG501	Marketing Insights	-	15 points
<input type="checkbox"/>	COURSE 2	MKTG601	Marketing Research	MKTG501	15 points
<input type="checkbox"/>	COURSE 3	MKTG602	Marketing Relationships	MKTG501	15 points
<input type="checkbox"/>	COURSE 4	MKTG603	Consumer Behaviour	MKTG501	15 points
<input type="checkbox"/>	COURSE 5	MKTG701	Strategic Marketing	two of MKTG601/602/603	15 points
<input type="checkbox"/>	COURSE 6	MKTG702	Integrated Marketing Communications	two of MKTG601/602/603	15 points
<input type="checkbox"/>	COURSE 7	MKTG703	Digital, Social Media and Mobile Marketing	two of MKTG601/602/603	15 points
<input type="checkbox"/>	COURSE 8	MKTG704	Marketing for Social Impact	MKTG501	15 points
Flexible Component		<input type="checkbox"/> Pathway 1	<input type="checkbox"/> Pathway 2	<input type="checkbox"/> Pathway 3	120 points
<input type="checkbox"/>	COURSE 1	Single Minor 4 courses	Minor 1 4 courses	Second Major 8 courses	15 points
<input type="checkbox"/>	COURSE 2				15 points
<input type="checkbox"/>	COURSE 3				15 points
<input type="checkbox"/>	COURSE 4				15 points
<input type="checkbox"/>	COURSE 5	Electives 4 courses	Minor 2 4 courses		15 points
<input type="checkbox"/>	COURSE 6				15 points
<input type="checkbox"/>	COURSE 7				15 points
<input type="checkbox"/>	COURSE 8				15 points
Capstone	BUSS701	Co-operative Education – Capstone Experience <i>or approved alternative</i>		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