

Bachelor of Business (Marketing).



CRICOS No. 072491B

Turn creativity into strategy with a degree built for global marketing success.

Duration

36 months

Location

Melbourne, Australia

Start dates

January, March, May, August and October

Delivery

Face-to-face

Qualification achieved

On successful completion of the course, students are awarded the Bachelor of Business (Marketing). The course meets the Australian Qualifications Framework specifications for a Level 7 bachelor's degree.

Entry requirements

- Completion of year 12 or equivalent (minimum ATAR of 50 or equivalent)
- IELTS (Academic) 6.0 or equivalent, with no band less than 5.5

Assessment

- Closed or open-book examinations
- Written essays, case studies or business reports/proposals or projects
- Oral presentations or oral examinations
- Multiple choice or true/false tests, quizzes or examinations
- Peer assessment and group-based work
- Industry based assessments.

Contact hours

Full-time students will typically receive 8 contact hours per week and will need to devote at least 40 hours (including contact hours) a week to study.

Who is this for?

Made for those who want to combine creativity with strategic thinking to succeed in marketing roles. You'll gain practical experience in market research, digital marketing, and consumer behaviour, alongside a strong foundation in business principles.

The course emphasises innovation and adaptability as key drivers of success in a global economy. Graduates will be equipped to identify marketing opportunities, develop strategic plans, and apply insights confidently in domestic and international business contexts.

What will you learn?

- Apply marketing theories and models to real-world challenges
- Think critically and creatively to generate innovative solutions
- Analyse complex issues and make informed, strategic decisions
- Communicate effectively across diverse audiences and contexts
- Demonstrate professional standards in marketing practice
- Engage in continuous learning to adapt to industry changes

Why choose this program?

- Build expertise in marketing principles and business fundamentals
- Learn to analyse markets and identify growth opportunities
- Gain practical skills in digital marketing and consumer behaviour
- Prepare for marketing roles across diverse industries worldwide
- Position yourself for leadership in dynamic, competitive environments



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How is the program structured?

The Bachelor of Business (Marketing) is a three-year course, delivered over 12 six-week teaching terms (the equivalent of six semesters) on a full-time basis. There are five intakes per year, in January, March, May, August and October.

To graduate, you must complete 24 units:

Year 1

Management Principles
Marketing Principles
Accounting Principles OR
Finance Fundamentals
Business Statistics
Economic Principles
Business Law
Electives (choose two):
Finance Fundamentals
Accounting Principles
Financial Accounting Practice
Information Technology for
Accountants
Company Law
Business Communications
Management and Organisational
Behaviour
Human Resource Management
Principles
Organisational Structure and
Design
Enterprise Skills
Business Analytics
Introduction to Property and Real
Estate

Year 2

Market Research
Consumer Behaviour
Digital Marketing and Social Media
Business, Society and Ethics
Electives 1 (choose two):
Finance Fundamentals
Accounting Principles
Financial Accounting Practice
Information Technology for Accountants
Company Law
Business Communications
Management and Organisational Behaviour
Human Resource Management Principles
Organisational Structure and Design
Enterprise Skills
Business Analytics
Introduction to Property and Real Estate
Electives 2 (choose two):
Financial Accounting Practice
Information Technology for Accountants
Company Law
Management and Organisational Behaviour
Human Resource Management Principles
Organisational Structure and Design
Business Analytics
Introduction to Property and Real Estate

Year 3

Market Planning and Strategy
International Marketing
Services Marketing
Communication in Marketing
Electives (choose four):
Company Accounting
Management Accounting
Financial Accounting Theory
Auditing and Assurance
Business and Corporate Finance
Taxation Law
Leadership Development
Strategic Management
International Business
Management
Corporate Sustainability
Management
Organisational Change and
Development
Entrepreneurship

How are you supported?

- Personalised career guidance including coaching, résumé reviews, and interview prep
- Comprehensive welfare support for wellbeing, housing, and mental health resources
- Study your way with 24/7 access to recorded lectures, workbooks, practice questions and quizzes through our flexible online learning platform
- Dedicated Recruitment and Student Experience team to help you settle in and succeed
- Peer-assisted learning programs (PAL) for academic support
- Workshops on study skills, time management, and industry insights

How do you apply?

We recommend you apply for your chosen intake as early as possible. For application instructions, please contact our Admissions team.

For more information or to apply

+61 1300 242 433

 [bppinstitute.com](https://www.bppinstitute.com)

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