

Department of Economics

RECOMMENDED PROGRAM 2009 INTAKE

## ECN14 — ECONOMICS AND MARKETING Undergraduate Coherent Study (Major: Economics) BACHELOR OF COMMERCE (BCom)

		CODE (SEMESTER)	UNIT NAME	CREDIT POINTS			
				100	200	300	TOTAL
<b>100 level</b>							
Core		ECON110 (1)	Macroeconomic Principles	3			
Core		ECON111 (2)	Microeconomic Principles	3			
Core		ECON141 (1,2)	Introductory Econometrics	3			
Core	One of	STAT170 (1,2) STAT171 (1)	Introductory Statistics OR Statistical Data Analysis	3			
Core		MKTG101 (1,2)	Marketing Fundamentals	3			
<b>200 level</b>							
Core		ECON200 (1)	Microeconomic Analysis		4		
Core		ECON201 (2)	Macroeconomic Analysis		4		
Core		ECON210 (2)	Public Economics		3		
Core		MKTG202 (1,2)	Marketing Research		3		
Core		MKTG203 (1,2)	Consumer Behaviour		3		
<b>300 level</b>							
Core		ECON309 (1)	Industrial Organisation			3	
Core		ECON361 (2)	Economic and Business Forecasting			3	
Core		MKTG303 (1,2)	Marketing Strategy			3	
Core		MKTG304 (2)	Marketing Strategy Project			3	
Core	Two of	XXXX3YY (1,2)	300 level units designated for Commerce; Economics			6	
<b>Total credit point in core program</b>				<b>15</b>	<b>17</b>	<b>18</b>	<b>50</b>
<b>Total credit points available as electives</b>				<b>15</b>	<b>3</b>	<b>0</b>	<b>18</b>
<b>Total credit points for degree</b>				<b>30</b>	<b>20</b>	<b>18</b>	<b>68</b>

**General requirements:** Minimum number of credit points: 68. Maximum number of credit points at 100 level: 30. Minimum number of credit points in units at 300 level or above designated in the Schedule of Undergraduate Units as commerce or economics units: 18. Completion of other specific requirements as set out in the Schedule of Programs of Study.