

Bachelor of Management (Marketing)

In this dynamic business world, people with advanced marketing capabilities play an increasingly important role in maximising revenue flows and profitability of organisations. Australian employment in marketing, public relations, advertising and sales has increased significantly in recent years, strengthening career opportunities for graduates.

UniSA's Bachelor of Management (Marketing) bridges the gap between academic theory and real-world marketing knowledge. Core courses focus on giving students practical marketing experience with opportunities such as internships, practicums and special industry projects available to help prepare students for their career.

Taught by industry-experienced researchers from the Ehrenberg-Bass Institute for Marketing Science, students have access to research and findings that have changed marketing practice in multi-national corporations such as Unilever, Coca-Cola and Kellogg's.

Employers value the practical skills that marketing graduates develop such as the ability to understand markets, develop strategies and grow revenue.

Which Occupations?

A degree in marketing can lead to career opportunities in brand management, market research, public relations, advertising, communications, media and more. Graduate level opportunities include marketing/ brand manager assistants, public relations officers and retail/ commercial sales positions.

As you gain more experience or extend your studies, career opportunities include advanced roles such as technical sales manager, brand manager, account manager and marketing manager. Graduates can also seek executive or managerial roles in advertising, sales, analytics, business development or research.

Employment Snapshot

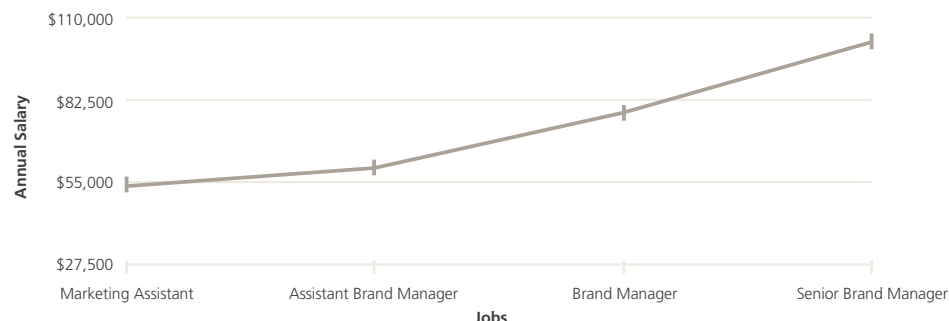
Advertising and Marketing Professionals

Job prospects:	GOOD
Employment predictions to 2014-15:	VERY STRONG
Occupation size:	VERY LARGE (48 000)
Ave weekly wage:	\$1000
% in FT work:	85.3%
Vacancy levels:	VERY HIGH
Employment Growth – 10 yrs:	101.1%

Source: Department of Education, Employment and Workplace Relations

Average Annual Salary for FMCG Marketing Jobs

(Average salary across NSW, SA and VIC)



Source: Hudson Sales, Marketing & Communications Salary Guide 2010

Experiential Learning.

To make sure our graduates gain useful industry experience throughout their degree, we offer a range of experiential learning opportunities:

Marketing Practicum

Practicum participants gain invaluable business experience working two days a week for a real organisation. Placed in pairs, groups research a specific marketing issue and prepare a report and presentation for management.

Overseas Exchange

Students have the opportunity to gain an international perspective during their degree by studying overseas. UniSA has partnerships with universities all over the world, giving students the flexibility to choose a location that interests them. Global understanding is highly sought after by employers and the student exchange program is an exciting way to gain experience and give your CV an edge.

Scholarships and Awards

The Ehrenberg Scholarship and other awards offered by the School of Marketing give recipients the opportunity to network and engage with industry.

Masterclasses

Advanced level masterclasses are run throughout the year and give selected students the opportunity to further develop their knowledge and understanding of specialised marketing topics.

Vacation Research Scholarships

Vacation research scholarships are offered to high performing students. Selected students work alongside leading marketing scientists from the Ehrenberg-Bass Institute for Marketing Science.

More Information

Experiential learning in Marketing
www.unisa.edu.au/marketing/study/options

UniSA – helping you to make the most of your degree.

Career Services

Career Development Tool

This tool will give you step by step guidance to make the most of your degree. Graduate with a great degree – and also a degree of experience, a wallet full of contacts and a plan to succeed. Watch your emails for information on jobs, work experience, events and workshops.

www-p.unisa.edu.au/careers/

Work Placement Scheme

The Work Placement Scheme offers support to students who wish to undertake placements in addition to their coursework. Placements are project based and flexible to allow you to coordinate study, work and life commitments. You receive support, insurance and a certificate upon successful completion of your placement.

www-p.unisa.edu.au/careers/cdt/connect/wps.asp

MyCareerPlan

MyCareerPlan is UniSA's online database of employment opportunities, vacation internships and work experience, events and the Work Placement Scheme. Customise your own account, save your searches and build your resume.

<https://mycareerplan.unisa.edu.au>

Events

Career Services coordinate a range of events to connect students with industry. These include: the Careers and Employment Expo in March/April, Work Experience Fair mid-year and the International Careers Day held twice each year. Other smaller events in your study area are also offered to connect you with employers, work experience and career development.

www.unisa.edu.au/business/scd

Workshops

From first to final year there are workshops on how to plan your study for career success, preparing for placements and work experience, communication in the business world and preparing for graduate applications and the selection process. Check out the schedule online on MyCareerPlan.

<https://mycareerplan.unisa.edu.au>

Global Experience

Gain a competitive edge and add value to your degree through Global Experience. This program is designed to expand your global knowledge, develop essential skills for your career and build your university experience. Global Experience will set you apart from the pack.

www.unisa.edu.au/globalexperience

Student Exchange

Gain a competitive advantage by going on an overseas exchange! Develop an international perspective, cultural awareness and broaden your career opportunities. Scholarships are available.

www.unisa.edu.au/exchange

Graduate Qualities

Graduate Qualities are personal attributes which are developed during your study. These qualities will distinguish you from other graduates.

www.unisa.edu.au/gradquals

Specific Student Groups

- Disability
- External Students
- Indigenous
- International
- Mature Age
- Research
- Rural
- Women in Non-Traditional Roles

More information regarding Career Development for Specific Student Groups:

www-p.unisa.edu.au/careers/cdt/choices/groups.asp

Prue Young

Year Graduated: 2009

Job Title: Marketing Assistant

Employer: Adelaide Convention Centre

“Marketing is an extremely competitive field and I cannot stress enough how important it is to get experience while studying. The expertise I gained from completing the Marketing Practicum enabled me to secure a Marketing Assistant position, for which over 100 other applicants applied, with the Adelaide Convention Centre, an iconic Adelaide landmark and prestigious venue within the Business Events sector.”

To read more Alumni Profiles please visit:

www.unisa.edu.au/business/scd/alumniadvice.asp



Further information

For more information about the programs, including fees, visit:
www.unisa.edu.au/programs
Program code: DBMK

Australian applicants

School of Marketing
City West Campus
Student Adviser: Undergraduate
Telephone: (08) 8302 0042
Email: mkt.enquiries@unisa.edu.au
Website: www.unisa.edu.au/marketing

International applicants

International Prospective Students Office
GPO Box 2471
Adelaide SA 5001
Telephone: (613) 9627 4854
Facsimile: (613) 9627 4864
Email: international.office@unisa.edu.au
Website: www.unisa.edu.au/international

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South Australia

Division of
Business