



Marketing and Communication

careers

Educating Professionals
Creating and Applying Knowledge
Engaging our Communities



Bachelor of Marketing and Communication

The Bachelor of Marketing and Communication is a unique joint degree that provides the advanced knowledge and skills sought by a broad range of employers.

The marketing and communications industry is growing globally. As businesses around the world strive for growth and expansion in the face of economic challenges and local and global competition, the demand for qualified graduates increases.

Graduates with skills in marketing and communication can enjoy the freedom of seeking work across a diverse range of areas in the public and private sector, both locally and internationally.

Graduates from UniSA's Bachelor of Marketing and Communication are attractive to employers because they have an understanding of business management and marketing strategy as well as experience in media and public relations. Qualifications in marketing and communications are also becoming essential skills for key executive roles.

Which Occupations?

The Bachelor of Marketing and Communication provides a sound knowledge of theory and skills related to communication, marketing, and media, preparing students for careers in fields such as advertising, arts administration, marketing, public relations, radio, television and various other creative industries.

As you progress in your career you will be able to extend your skills to roles such as media manager, product manager, advertising consultant/ specialist, marketing specialist, public relations/ promotions manager, communications manager and marketing manager.

Employment Snapshot

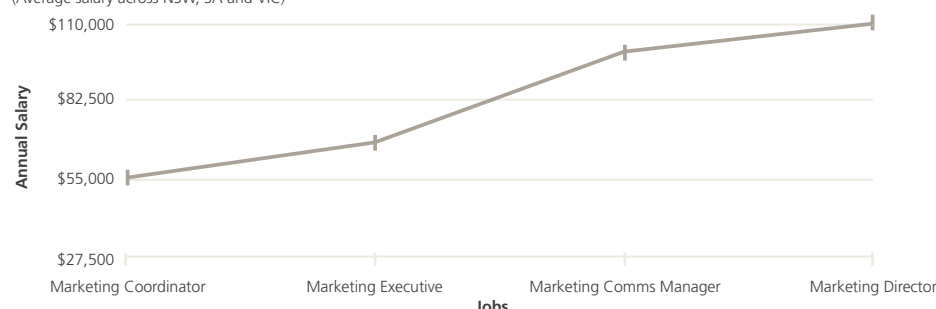
Advertising and Marketing Professionals

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 Advertising and Media 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:

Communication Practicum

All students undertake an industry placement where they obtain valuable practical and research experience within a professional organisation.

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. Recipients have the opportunity to work alongside leading marketing scientists from the Ehrenberg-Bass Institute for Marketing Science.

More Information

Experiential learning in Marketing and Communication
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

Natalie Bell

Year Graduated: 2006

Job Title: Media and Communications Manager

Employer: NT Police, Fire and Emergency Services

"My degree took me from Darwin to Adelaide to Paris, and opened many doors along the way. My job in sunny Darwin is challenging and rewarding, and the diversity of the role means that every day is interesting. I am responsible for managing media and corporate communications as well as identifying community engagement opportunities and developing strategies to implement initiatives across the Northern Territory."

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: DBMN

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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Information correct at time of printing (May 2011)
CRICOS provider number 00121B



University of
South Australia

Division of
Business