



Marketing and International Studies

careers

Educating Professionals
Creating and Applying Knowledge
Engaging our Communities



Bachelor of Management (Marketing)/Bachelor of Arts (International Studies)

Increasing competition and the growing importance of international business is placing new demands on people working in the marketing field. Individuals with a knowledge and understanding of other cultures, strong marketing skills and a multi-disciplinary international focus are increasingly in demand. The double degree in Marketing and International Studies produces graduates that meet this need.

The Bachelor of Management (Marketing) is a well-established and recognised program, providing students with a sound understanding of the complexities of marketing management. The Bachelor of Arts (International Studies) allows students to study comparative and cross-cultural issues affecting Australia, Asia and Europe, as well as international relations and foreign languages.

As a combined double degree, it is an excellent program for students interested in understanding international relations, marketing and business on a global scale.

Which Occupations?

With expertise in both marketing and international studies, graduates are well placed to take advantage of both the local and international job markets.

In the field of marketing, students are prepared for careers in brand management, market research, advertising, public relations, media and more.

Other opportunities include careers in public and international affairs, diplomacy or international development assistance.

Potential employers include national and international business firms, government agencies, aid organisations and other organisations with an international focus.

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 Jobs in the Public Sector

(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:

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.

Learn a Second Language

To better prepare graduates for the international business environment, we offer students the opportunity to learn a second language. Students can choose from a wide variety of languages to suit their personal interests.

Scholarships and Awards

The Ehrenberg Scholarship and other awards offered by the School of Marketing give recipients an 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 and International Studies
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

Dan
Ryan

Year Graduated: 2009

Job Title: Corporate Marketing Coordinator

Employer: Austraining International

“Although I believe there’s no substitute for work experience and volunteering, my degree complemented my work in Africa and Asia providing the credibility to move into a dynamic marketing role in international development. With both further study and travel on the cards, my marketing degree has provided a solid foundation that guarantees I am capable of taking future opportunities at Austraining International.”

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: DBMT

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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University of
South Australia

Division of
Business