



UniSA

Marketing

- Marketing
- Marketing and Communication
- Marketing with International Studies
- Double Degrees

2012

Why study Marketing at UniSA?

- » A range of study options in Marketing, Marketing and Communication, Marketing and International Studies (or combine a marketing degree with another UniSA business degree)
- » Experiential learning practicums, projects and internships help students to prepare for careers
- » Be taught by the same marketing experts who advise Fortune 500 companies globally through the world-class Ehrenberg-Bass Institute

Contents

The Division of Business	2
Career Development	3
Global Experience	3
Bachelor of Management (Marketing)	4
Bachelor of Marketing and Communication	6
The Ehrenberg-Bass Institute	8
Double Degrees	
Bachelor of Management (Marketing), Bachelor of Arts (International Studies)	10
Entry Requirements	12

The recent Excellence in Research Australia (ERA) awards recognised UniSA's **Division of Business** with a world-class ranking for leading research in the areas of Law; Law and Legal Studies; Accounting, Auditing and Accountability; Business and Management; and Tourism.

Welcome



The University of South Australia is a university of first choice for career-focused achievers. We provide the widest range of degree programs in South Australia and have a reputation for excellence in our four faculty divisions. At the University of South Australia, some of the world's

brightest minds teach and research in the areas of business, education, arts and social sciences, health sciences and information technology, engineering and the environment.

In the 2010 QS World University rankings, the University of South Australia recorded the biggest increase for an Australian university and we are now in the top 3 per cent of more than 10,000 universities in the world.

The quality of our teaching is regularly recognised by awards such as Citations for Outstanding Contributions to Student Learning, and two of our academics have won the nation's highest honour for university teachers, the Prime Minister's Award for University Teacher of the Year.

It's that quality teaching that helps our graduates in their careers; in 2010 almost 80 per cent of the University's domestic bachelor graduates secured full-time employment, which is above the national average.

Besides providing a high-quality teaching environment, the University of South Australia is a research leader. Our research institutes address research questions in a range of priority areas, including community sustainability, population health, defence and security, minerals science and business.

We have recently had proof that we are on the right track. The first Excellence in Research for Australia assessment – an official national evaluation of the quality of research – showed that 70 per cent of our assessed research is of world-class standard and in several areas we have built research that is performing well above world-class levels. The University's research informs our teaching and learning activities.

As a student at the University of South Australia you will have a world of opportunities open to you: you will be able to develop a capacity for critical and independent thinking; learn the value of research; develop the most up-to-the-minute knowledge of your chosen profession and learn the essential skills in communication and teamwork that will help you forge a successful career.

I wish you luck in all your academic endeavours.

Professor Peter Høj

Vice Chancellor and President

Marketing

Studying marketing at UniSA bridges the gap between academic theory and real-world marketing knowledge. The practical skills our students develop can be taken straight into the workplace to assist in decision making and strategy development.

Our students benefit from access to the research of the Ehrenberg-Bass Institute for Marketing Science. The Institute's cutting-edge research is embedded in our curriculum, providing students with the opportunity to learn from the same marketing scientists that advise senior marketing executives from corporations all over the world.

Our experiential learning programs teach real, practical skills. Students can choose from a range of practicums, projects or internships to help prepare for their careers.

Opportunities for marketing graduates

Studying marketing gives you the skills and abilities to develop strategies and grow revenue, as well as expert knowledge about how markets operate and buyers behave. Demand for graduates with these skills is high in both government and the private sector.

Increasing professionalism and growth in marketing and communications means that employment options for graduates exist in an enormous range of areas - nationally and internationally.

Career opportunities span the exciting, creative areas of advertising, public relations, media, arts, marketing management, brand management, sales, market research and communication.

The Division of Business

The Division of Business offers a comprehensive range of programs in the business and management disciplines, from undergraduate degrees to doctoral research studies. We are forward-thinking, flexible and innovative, and work collaboratively with industry. Our programs combine theory and practice, and are professionally and internationally recognised.

EQUIS Accreditation

The Division of Business is accredited by the European Quality Improvement System (EQUIS). EQUIS is operated by the European Foundation for Management Development, recognised globally as an accreditation body of quality in management education. Accreditation is awarded to business schools only after a rigorous assessment by a panel of international academics and business representatives.

EQUIS accredited institutions must demonstrate high quality in all of their activities, including academic programs and research, resources and student services, and connections with the corporate world, and a high degree of internationalisation.

The Division attained EQUIS reaccreditation in 2010, and is just one of eight Australian business schools accredited by EQUIS, with only 128 business schools accredited across 36 countries worldwide.



Additionally, the Division's research in the areas of Accounting, Auditing & Accountability, Business & Management, Law, and Tourism has been ranked 'world class' by the Australian Federal Government. These Excellence in Research for Australia (ERA) results acknowledge the quality of the Division's faculty, its emphasis on strong research capability and its internationally excellent research output.

Links to Industry

Many of our programs are professionally and internationally recognised, and we involve industry representatives in curriculum development. Project-based courses, work placements, and student exchange programs provide students with practical experience and an international outlook. This means that when our students graduate, they will be equipped with the professional skills and critical knowledge that industry demands.

Students also benefit from the knowledge and experience of our academic staff, many of whom are actively involved in research and have direct links with industry and the professions. We incorporate the latest research findings into our teaching, ensuring our students are engaged with curriculum that is current and relevant.

Business core courses

Most of our programs include a common 'core' of courses, which are typically studied in the first year. There are eight core courses covering key business and management disciplines such as accounting, communication and information systems, economics, law, marketing, statistics and management.

These courses are designed to give our graduates a solid foundation of business knowledge that is essential for every profession. The core structure also provides a high degree of flexibility for our students, giving them a taste of the different disciplines early in their degree; if they find an area they particularly enjoy, they may choose to transfer between programs to focus on this speciality.

Business double degrees

Double degrees broaden students' learning experience and maximises their employability. The Division of Business offers over 100 double degree combinations, enabling students to tailor their double degree to suit their academic and career interests. Double degrees allow students to obtain two separate qualifications in four years, ensuring that our graduates really stand out from the crowd in an increasingly competitive job market. Students can choose any two degrees

within the Division of Business, as long as they meet the entry requirements for each degree.

A complete list of our double degrees is available at unisa.edu.au/business/degrees/double

» For most double degrees students only need to study for a minimum four years full-time (or the equivalent part-time) to get two degrees.

Scholarships

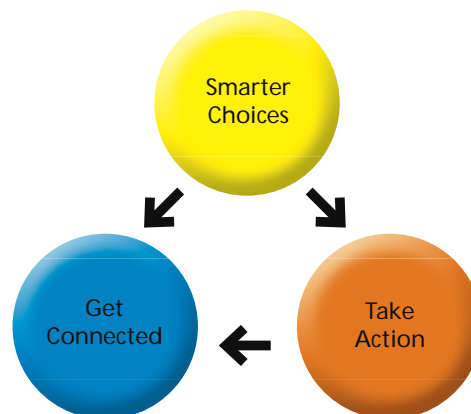
UniSA offers a range of scholarships designed to help fund the costs of tertiary education. Our scholarships offer financial assistance and, in many instances, valuable work experience opportunities. For more information please visit: unisa.edu.au/scholarship/undergraduate/ug_bue.asp

Paying for your study

To find out more about how you can defer your HECS-HELP student contribution or to see if you are entitled to a commonwealth supported place at UniSA, please visit: unisa.edu.au/future/fees

Career Development

UniSA's Career Services offers a range of services and resources aimed at maximising our graduates employability.



Student Career Development in the Division of Business

UniSA's Division of Business has a website dedicated to increase student's awareness of the importance of career planning and the opportunities provided by UniSA.

The website links to:

- » Career Development Tool
- » MyCareerPlan
- » Work Placement Scheme
- » Career Events
- » Career Workshops
- » Alumni Profiles

Career Development Tool

This tool gives UniSA students step by step guidance to make the most of their degree. Graduate with a degree – and also a degree of experience, a wallet full of contacts and a plan to succeed.

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.

The Work Placement Scheme

This 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.

Career Events

UniSA's 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.

Career 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.

Alumni Profiles:

Students have exclusive access to business graduates now working in industry. They share their own career advice and insight into real life work experience.

See the website for more details: unisa.edu.au/business/scd

Global Experience

Want to gain a competitive edge as a UniSA student? You can through UniSA's innovative Global Experience program.

It's competitive out there and employers are now expecting more than just an undergraduate degree. UniSA students can meet this expectation through Global Experience!

Participants in the Global Experience program gain valuable experience through a variety of extra-curricular activities – from international student exchange to peer mentoring, volunteering, internships, and language studies. The Global Experience program will set you apart as a UniSA graduate.

You will also develop essential career skills including networking, intercultural communication and career management which may be counted towards your UniSA degree.

To learn more about Global Experience visit 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. unisa.edu.au/exchange

John Heaslip, Bachelor of Management (Marketing) Euro BA

'Global Experience has equipped me with the skills and confidence I need to interact in a global environment. I am now more aware of the issues that are affecting the global community and the effects of globalisation. I am now more confident in multi-cultural management and cross-cultural communication'.



Bachelor of Management (Marketing)

Open Day 2011

City West Campus: Sunday 21 August

Business Degrees Information Session

City West Campus: Tuesday 20 September at 5.00pm

For more information and to register, visit unisa.edu.au/infosessions

SATAC code	424111
UniSA program code	DBMK
CRICOS code	
(international students only)	024213M
ATAR (February 2011 cut-off)	70.20
Program length	3 years
Prerequisites	None
Assumed knowledge	None
Home campus	City West
Accepts Special Entry (STAT)	Yes
External study available	Yes
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	Yes
Program fees	Commonwealth supported
Program fees	
(international students only)	(A\$) 20,880 per annum
Scholarships available	unisa.edu.au/scholarship

Program overview

Effective marketing involves more than just advertising, public relations and selling. It also requires a sound understanding of how markets actually 'work' and what 'drives' buyer behaviour. The Bachelor of Management (Marketing) integrates the latest marketing knowledge with practical business skills. Our students graduate with a well rounded understanding of the complexities of marketing management. Students are taught by marketing experts from the Ehrenberg-Bass Institute for Marketing Science. The Institute advises marketing departments all over the world including CBS, Colgate-Palmolive,

National Pharmacies, Network Ten, The Coca-Cola Company and Procter & Gamble. The partnership between the School and the Institute ensures that our curriculum incorporates the latest marketing knowledge and that our students graduate with the practical skills valued by employers. The program covers a broad range of marketing and management topics, but also gives students the opportunity to minor or sub-major in a related study area. Students also have the option of a double business degree; combining the marketing degree with another UniSA business degree.

What will I study?

The program consists of ten core marketing courses, including advertising, brand management, buyer and consumer behaviour and market analysis. The degree also develops skills in a range of business and management areas including accounting, law and economics. In addition to the ten core marketing courses, students can select additional marketing courses or a minor or sub-major in a related area. This gives students the opportunity to develop their studies to suit their interests, capabilities and career aspirations. This degree also offers experiential learning opportunities including internships, industry placements, vacation research scholarships and masterclasses. The Marketing Practicum is an exciting initiative that gives students invaluable skills and experience and provides the opportunity to meet industry contacts while working for a real business. Practicum participants are designated an organisation (usually Adelaide based) where they work in pairs, two days per week, for one study period. Groups are given a specific marketing issue to research over the period and are asked to prepare a report and presentation for management. Some companies that have been involved with the School through our industry experience programs include Hickinbotham, Balfours, Australian Prawn Farmers Association, Wokinabox, National Pharmacies and Robern Menz. Students that are interested in developing an international perspective have the opportunity to spend one study period studying at a university overseas through the UniSA student exchange program.

What does it take?

Students interested in studying marketing will develop good interpersonal skills and the ability to perform well in a team environment. They will learn to think critically and have high level oral and written communication skills. Students will develop creativity and the ability to analyse and interpret market data. The ability to think strategically and manage a variety of projects with competing priorities are skills highly valued by industry.

Who will employ me?

In this dynamic business world, people with advanced marketing capabilities play an increasingly important role in maximising revenue flows and profitability in organisations. Australian employment in marketing, public relations, advertising and sales has increased significantly in recent years strengthening career opportunities for graduates. 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 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. Local employers of UniSA marketing graduates include Adelaide Bank, AMP, BHP, Coca-Cola Amatil, Constellation Wines Australia, Elders, IBM,

Mutual Community, National Rail, Optus, SA Brewing, SA Lotteries, Shell, the Royal Society for the Blind, Orlando Wyndham and the RAA.

Honours

The Honours program is an intensive year of advanced study that develops your abilities to undertake research in a selected topic that interests you.

Honours is a prestigious qualification, which is recognised worldwide. It provides a point of distinction from your competitors, and assists in advancing your career prospects as you develop high-level conceptual, written, verbal, analytical and project-management skills.

If your career interests are more aligned to academic research, an Honours degree can provide entry to a PhD.

For more information visit: unisa.edu.au/businesshonours

Program requirements

FIRST YEAR

First Half

(Study Period 1, 2 or 3)

Marketing Principles:

Trading and Exchange

Management Principles

Principles of Economics

Accounting for Business

Second Half

(Study Period 4, 5 or 6)

Market Analysis

Business and Society

Buyer and Consumer Behaviour

Quantitative Methods

for Business

SECOND YEAR

First Half

(Study Period 1, 2 or 3)

Personal Selling

Advertising

Communication and

Information Systems In Business

Market Research

Second Half

(Study Period 4, 5 or 6)

Client and Customer

Relationship Management

Brand Management

Elective

Elective

THIRD YEAR

First Half

(Study Period 1, 2 or 3)

Business and Marketing

Planning Principles

Foundations of Business Law

Elective

Elective

Second Half

(Study Period 4, 5 or 6)

Integrated Marketing Topics

Elective

Elective

Elective



Laura Waterhouse

Graduated – Bachelor of Management (Marketing)

Employment – Marketing Assistant, La Casa Del Formaggio

'It's hard to know what you want to do when you leave school, but if you are interested in the business and marketing world like I was, the Marketing degree at UniSA is the one to study.

Building strong industry networks is really important, so it's good to start while you are still at uni by becoming involved with Marketing groups such as the Australian Marketing Institute's Emerging Marketers.

I enjoyed the project-based work at UniSA as the theory we learnt was applied to real life businesses, making it easier to understand.

I am now working in Marketing at La Casa Del Formaggio. My marketing degree gave me the knowledge I needed to help launch a new product in supermarkets nationally.'

Bachelor of Marketing and Communication

Open Day 2011

City West Campus: Sunday 21 August

Business Degrees Information Session

City West Campus: Tuesday 20 September at 5.00pm

For more information and to register, visit unisa.edu.au/infosessions

SATAC code	424451
UniSA program code	DBMN
CRICOS code (international students only)	060210D
ATAR (February 2011 cut-off)	70.20
Program length	3 years
Prerequisites	None
Assumed knowledge	None
Home campus	City West
Accepts Special Entry (STAT)	Yes
External study available	Partial
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	Yes
Program fees	Commonwealth supported
Program fees (international students only)	(A\$) 20,880 per annum
Scholarships available	unisa.edu.au/scholarship

Program overview

The Bachelor of Marketing and Communication program is a unique joint degree, deliberately designed to develop students' skills and knowledge in the interrelated disciplines of marketing and communication. The degree, co-managed across the two disciplines, provides theory and practical skills relating to the changing global business environment and analysis of marketing applications over a range of media genres. The degree integrates research from two university research institutions, the Ehrenberg-Bass Institute and the Hawke Institute. Students will develop graduate qualities to effectively operate across a range of organisational structures and functions, in both the marketing

and communication sectors. Experiential learning opportunities give students valuable practical experience and the chance to develop professional skills that are valued by employers. For example, the Communication Practicum, an industry placement undertaken by all students in the final year of the program, develops valuable practical and research experience within a professional organisation.

What will I study?

The degree consists of eight core courses, eight marketing management courses and eight communication courses. In the first year, subjects cover consumer behaviour, marketing principles, PR, media and more. Second and third year expand on the skills developed in the first

year through specialist courses such as advertising, creative industries and ethics, and market analysis. Students are able to select from a variety of marketing and communication electives which include topics such as market research, personal selling, media planning, television and society, and Australian television and cinema industries. All Marketing and Communication students undertake the Communication Practicum in the final year of their studies. The Communication Practicum is an industry placement where students gain valuable practical and research experience within a professional organisation.

What does it take?

Students interested in studying marketing and communication will develop good interpersonal skills and the ability to perform well in a team environment. They will learn to think critically and have high level oral and written communication skills. Students will develop creativity and the ability to analyse and interpret market data. The ability to think strategically and manage a variety of projects with competing priorities are skills highly valued by industry.

Who will employ me?

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. The Marketing and Communication degree prepares 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.

Honours

The Honours program is an intensive year of advanced study that develops your abilities to undertake research in a selected topic that interests you.

Honours is a prestigious qualification, which is recognised worldwide. It provides a point of distinction from your competitors, and assists in advancing your career prospects as you develop high-level conceptual, written, verbal, analytical and project-management skills.

If your career interests are more aligned to academic research, an Honours degree can provide entry to a PhD.

For more information visit: unisa.edu.au/businesshonours

Program requirements

FIRST YEAR

First Half

(Study Period 1, 2 or 3)

Marketing Principles:

Trading and Exchange

Management Principles

Introduction to Communication
and Cultural Studies

Public Relations 1 CMM

Second Half

(Study Period 4, 5 or 6)

Buyer and Consumer Behaviour

Quantitative Methods
for Business

Media Literacies

Elective

SECOND YEAR

First Half

(Study Period 1, 2 or 3)

Advertising

Culture, Place and Meaning

Accounting for Business

Marketing Elective

Second Half

(Study Period 4, 5 or 6)

Market Analysis

Marketing Elective

Creative Industries and Ethics

Screen Matters: Film,

Television and New Media

THIRD YEAR

First Half

(Study Period 1, 2 or 3)

Business and Marketing

Planning Principles

Foundations of Business Law

Communication Practicum 1

Communication Elective

Second Half

(Study Period 4, 5 or 6)

Integrated Marketing Topics

Corporate and International

Public Relations

Communication

Matters in Marketing

Communication Practicum 2



Terri Harding

3rd year Bachelor of Marketing and Communication
Employment – Marketing Assistant, Ehrenberg-Bass Institute

'I knew this degree would not only give me knowledge relevant to marketing, but would also lay the foundation for a career in business. Marketing subjects are challenging and test your ability to apply marketing theory, while communication subjects allow you to improve and extend your creative and professional business writing skills.

I was fortunate enough to be awarded the Ehrenberg Scholarship, which included paid, part-time work assisting the Marketing Scientists at the Ehrenberg-Bass Institute. This has allowed me to extend my learning beyond the classroom, providing insight into the world of marketing and the very exciting career opportunities available to graduates.

The Marketing degrees at UniSA allow you to choose subjects based on your interests and through this I have developed a passion for advertising which I hope to pursue in the future.'





The School of Marketing and the Ehrenberg-Bass Institute

UniSA's School of Marketing has long been one of Australia's leading centres of marketing education and research.

Our School is home to the Ehrenberg-Bass Institute for Marketing Science, a research institute that seeks to advance fundamental knowledge in marketing, solve practical marketing problems, and get this knowledge into the boardroom.

Our staff regularly consult to major companies in North America, Europe, Africa and Australasia, as well as publishing work in top international journals and conducting practical research for local and international clients.

The Institute's work is funded by many global companies, including CBS, Colgate-Palmolive, National Pharmacies, Network Ten, Pepsi, Procter & Gamble, Turner Broadcasting and Unilever.

Our students benefit from having access to this research; we bring this experience directly into the classroom. Marketing students at UniSA not only get a thorough grounding in marketing, but gain access to the new knowledge developed for our research partners. This real world knowledge sets our graduates apart.

The Ehrenberg Scholarship

The Ehrenberg Scholarship is awarded annually to an outstanding student enrolled in one of the School of Marketing undergraduate degrees. As well as a year of paid fees, Ehrenberg Scholarship recipients are offered paid, part-time work as a Research Assistant for the Ehrenberg-Bass Institute.

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

Open Day 2011

City West Campus: Sunday 21 August

Business Degrees Information Session

City West Campus: Tuesday 20 September at 5.00pm

Program Information Sessions (International Studies)

Magill Campus: Wednesday 7 September

Magill Campus: Tuesday 29 November

For more information and to register, visit unisa.edu.au/infosessions

SATAC code	424271
UniSA program code	DBMT
CRICOS code (international students only)	036325D
ATAR (February 2011 cut-off)	71.70
Program length	4 years
Prerequisites	None
Assumed knowledge	None
Home campus	City West
Accepts Special Entry (STAT)	Yes
External study available	No
Part-time study available	Yes
TAFE credit available	Yes
Honours study available	Yes
Program fees	Commonwealth supported
Program fees (international students only)	(A\$) 20,880 per annum
Scholarships available	unisa.edu.au/scholarship

Program overview

Increasing competition and the growing importance of international business is placing new demands on people in the world of marketing. Individuals with a knowledge and understanding of other cultures, strong marketing skills, and a multi-disciplinary international focus are in increasing demand. The double degree in Marketing and International Studies is designed to meet this demand. 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, this is an excellent program for students interested in understanding international relations, marketing and business on a global scale.

What will I study?

Graduates of this double degree will develop a thorough understanding of the principles and practice of marketing in a global context. This double degree consists of eight core

business courses, including marketing, communication, law, accounting, economics, information systems and management. Students also complete another eight marketing courses, including buyer and consumer behaviour, market analysis, international marketing and various specialist topics. Students also undertake International Studies courses including International Relations and World Politics, International Political Economy and four language (or related) courses. Students have the opportunity to study overseas for one semester at one of UniSA's exchange partner universities in Europe, North America, South America or Asia. Students of the double degree are strongly encouraged to participate in this exciting program which gives students an international perspective as well as subject credits. Students also have the option to learn (or continue studying) a foreign language. International students, for whom English is a second language, have the option to learn a new language, or undertake further studies in English.

What does it take?

Students interested in studying marketing and international studies will develop good interpersonal skills and the ability to perform well in a team environment. They will learn to think critically and have high level oral and written communication skills. The ability to think strategically and manage a variety of projects with competing priorities are skills highly valued by industry. Students of this degree should have an interest in business, world economics and current affairs.

Who will employ me?

The combination of language, internationally-focused political and cultural studies, and high-quality marketing skills developed within this double degree program, produces graduates who are well placed to take advantage of the competitive local and international job market. Employment in the marketing sector includes career opportunities in brand management, market research, public relations, advertising, communications, media and more. Other options for graduates of this double degree include careers in public and international affairs, diplomacy or international development assistance. Potential employers include national and international business firms, government agencies, non-governmental organisations, aid organisations and other organisations with an international focus.

Honours

The Honours program is an intensive year of advanced study that develops your abilities to undertake research in a selected topic that interests you.

Honours is a prestigious qualification, which is recognised worldwide. It provides a point of distinction from your competitors, and assists in advancing your career prospects as you develop high-level conceptual, written, verbal, analytical and project-management skills.

If your career interests are more aligned to academic research, an Honours degree can provide entry to a PhD.

For more information visit: unisa.edu.au/businesshonours

Program requirements**FIRST YEAR****First Half****(Study Period 1, 2 or 3)**

Peace, War and

International Politics

Language 1A

Marketing Principles:

Trading and Exchange

Quantitative Methods

for Business

Second Half**(Study Period 4, 5, 6 or 7)**International Relations
and World Politics

Principles of Economics

Language 1B

Buyer and Consumer Behaviour

SECOND YEAR**First Half****(Study Period 1, 2 or 3)**

Accounting for Business

Market Research

Language 2A

Contending Theoretical

Perspectives in

International Politics

Second Half**(Study Period 4, 5, 6 or 7)**

Business and Society

Language 2B

Market Analysis

International Political Economy

THIRD YEAR**First Half****(Study Period 1, 2 or 3)**

International Experience Option

International Experience Option

International Experience Option

International Experience Option

Second Half**(Study Period 4, 5, 6 or 7)**

Foundations of Business Law

International Marketing

Major course from

optional strand

Management Principles

FOURTH YEAR**First Half****(Study Period 1, 2 or 3)**Major course from
optional strand

Business and Marketing

Planning Principles

Marketing Elective

Major course from

optional strand

Second Half**(Study Period 4, 5, 6 or 7)**

Capstone Research Project

Communication and
Information Systems in Business

Client and Customer

Relationship Management

Integrated Marketing Topics

THERE IS A MODIFIED**SCHEDULE IF THE****INTERNATIONAL EXPERIENCE****IS NOT TAKEN. PLEASE****REFER TO THE WEBSITE****FOR MORE DETAILS**

Daniel Ryan

Graduated – Bachelor of Management (Marketing)

Employment – Online Marketing Coordinator,

Austraining International

'I think UniSA is superior to its competition with up-to-date research and experts with industry experience as lecturers. It also capitalises on the Ehrenberg-Bass Institute for Marketing Science with great career opportunities especially in the fast moving consumer goods (FMCG) market.

There is flexible subject choice and assignment tailoring, a strong support network and good facilities. Since graduating, I've had the opportunity to specialise in Online Marketing with three years in retail marketing (Head Office of Harris Scarfe), then to focus on International Development (Austraining International). With both further study and travel on the cards, my marketing degree has provided a solid foundation and guarantees I'm capable of taking future opportunities at Austraining International.'

Entry requirements

For Undergraduate Bachelor Degrees and Associate Degrees

Applicants are required to have:

- » Completed SACE;
- » Completed at least 80 credits of SACE at Stage 2 of which 60 must be Tertiary Admission subjects (TAS) and the other 20 either TAS, Recognised Studies or a mix of the two;
- » Completed any prerequisites for your chosen program;
- » Obtained a competitive ATAR;
- » Completed interstate or overseas qualifications that the University considers equivalent to the SACE;
- » Completed the International Baccalaureate Diploma;
- » Completed or partly completed a recognised higher education program at a recognised higher education institution;
- » Completed at least four Open Universities Australia (OUA) courses at the appropriate level;
- » Completed an award from TAFE or from another registered training organisation that meets program entry requirements;

- » Qualified for Special Entry and completed the Special Tertiary Admissions Test (STAT). A personal competencies statement and/or employment experience may also be considered;
- » Completed the University Foundation Studies program with a competitive Grade Point Average.

Please note that some programs have prerequisites. Applicants should check all entry requirements before applying. For some programs, applicants may also be required to attend an interview or present a folio.

For more information on entry requirements, visit unisa.edu.au/future

Participation and Access

UniSA offers various programs and services to assist rural and/or socio-economically disadvantaged students, Indigenous Australians and people with a disability. For more information, contact (08) 8302 2376 or 1300 UNINOW or email study@unisa.edu.au

UniSA Advantage

UniSA Advantage is a bonus points scheme that encourages participation in education as well as rewards achievement in selected Year 12 subjects that better prepare students for university study. The scheme includes two strands – **Achievement and Aspire**.

Achievement bonus points will automatically be awarded if students score a C or better in Year 12 Tertiary Admission Subjects (TAS) relevant to their intended UniSA program. Find out more here www.unisa.edu.au/future/year12/bonuspoints

Aspire bonus points are awarded automatically to students who attend a school recognised by UniSA as 'under represented' with respect to students going on to higher education. Students from rural and remote areas are also eligible for automatic bonus points while those students on School Card (or state equivalent) and/or Youth Allowance, and do not attend a recognised school, can apply for bonus points by downloading an application form at www.unisa.edu.au/future/year12/bonuspoints

For more information, visit www.unisa.edu.au/future/year12/bonuspoints. You can also contact Future Student Enquiries by phone (08) 8302 2376 or 1300 UNINOW (local call cost) or email study@unisa.edu.au

Student contributions

Student contributions are the amount you pay towards the cost of your program. The University determines the amount that you contribute within a range set by the Australian Government. The contribution that applies depends on which courses you choose to study and the contribution band in which those courses are classified. The amount of your student contribution also depends on the unit value of your courses of study (the equivalent full-time student load (EFTSL) value of the course).

As per the Australian Government guidelines, the student contribution amounts for 2011 are:

Band	Fields of study	Student contribution
National priorities	Mathematics, statistics, science	\$0 – \$4,355
Band 1	Humanities, behavioural science (including clinical psychology), social studies, foreign languages, visual and performing arts, education, nursing	\$0 – \$5,442
Band 2	Computing, built environment, health (allied health and other health), engineering, surveying, agriculture	\$0 – \$7,756
Band 3	Law, dentistry, medicine, veterinary science, accounting, administration, economics, commerce	\$0 – \$9,080

Note: These amounts are for 1 EFTSL in 2011. The student contribution amounts for 2012 will be advised by the Federal Government in October 2011, and these will be available to view via unisa.edu.au/future/fees at that time.

Glossary

WHAT WILL YOU STUDY?

Associate degree

An award for completing a two-year (or part-time equivalent) tertiary program.

Direct Entry

Programs for which applications are not processed through SATAC but are made direct to UniSA.

Bachelor degree

A program of three or more years duration (or part-time equivalent). Bachelor degree programs provide the relevant qualifications for many professions.

Honours

An additional year of study in a Bachelor degree during which students specialise in a chosen area of study. In some cases, Honours study can actually be done as part of the degree.

Graduate Certificate

An award for completing a postgraduate program of at least six months in duration (or part-time equivalent).

Graduate Diploma

An award for completing a postgraduate program of at least one year in duration (or part-time equivalent).

Master degree

A postgraduate degree undertaken after completion of a Bachelor degree (normally with Honours) which focuses on one area of specialisation.

PhD

Doctor of Philosophy (PhD) programs normally extend over three years (or part-time equivalent) and involve significant research work.

HOW DOES YOUR PROGRAM WORK?

Major

A set of related courses which comprises 36 units of study within a Bachelor degree.

Sub-major

A set of related courses which comprises between 19 and 35 units of study within a Bachelor degree. In some programs these may be called 'general studies sub-majors'.

Minor

A set of related courses which comprises up to 18 units of study within a Bachelor degree. In some programs these may be called 'cognates'.

Program

Award in which you are enrolled, eg Bachelor of Arts.

Course

A component of study within a program (previously known as a 'subject').

Unit

A value assigned to a course which measures the amount of work involved in that course. Full-time students normally undertake 36 units of study per year (18 units per study period).

UNISA GLOSSARY

Assumed knowledge

Some first-year courses require knowledge of certain SACE Stage 2 subjects.

Free Electives

A course chosen from any on offer outside your Division, provided that individual course prerequisites are met. Free elective courses are designed to broaden your knowledge and skills beyond your professional field of study.

CRICOS code

Code identifying that a UniSA program has been registered on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

Division

UniSA is split into four academic Divisions – Business; Education, Arts and Social Sciences; Health Sciences; and Information Technology, Engineering and the Environment – each offering a range of specialised programs and courses.

Prerequisites

Are SACE Stage 2 (Year 12) subjects, or equivalent qualifications which are required for admission into the program.

SACE

Is the South Australian Certificate of Education or a recognised equivalent qualification.

SATAC Guide

A publication that lists every program offered by South Australian higher education institutions. The SATAC Guide provides information about the selection process, includes instructions on how to apply and is available every year from newsagents Australia-wide.

Special Entry (STAT)

Special Tertiary Admissions Test (STAT) is an alternative tertiary admissions test for people who do not have a recent Year 12 certificate.

ATAR (Australian Tertiary Admission Rank)

A ranking of all students who have completed SACE in a particular year. The minimum ATAR required for the previous year is often a guide to how well you will need to perform to gain entry into a particular program. ATARs can vary from year to year and should be used as a guide only.



UniSA

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The University of South Australia reserves the right to alter, amend or delete any program, fee, course, admission requirement, mode of delivery or other arrangement, without prior notice.

CRICOS provider number 00121B

Information correct at time of printing, April 2011.