Many roles in the marketing industry are not advertised; they are filled by word-of-mouth referrals. It is so important to get connected with people in industry, one way to do this is by joining a professional association as a student member. This will give you exclusive access to events and workshops where you will have the opportunity to develop your networking skills and expand your contact base.

91% of our graduates going on to full-time work are employed within four months of completing their degree.

86% of our research at or above world-class.

For further information

Careers and Alumni:
unisa.edu.au/business
Telephone (08) 8302 0179
Facsimile (08) 8302 0904
Email businesscareers@unisa.edu.au

Career Services
unisa.edu.au/careers
Telephone (08) 8302 7860
Facsimile (08) 8302 0221
Email careers@unisa.edu.au

Global Experience
unisa.edu.au/globalexperience
Telephone (08) 8302 0906
Facsimile (08) 8302 0904
Email globalexperience@unisa.edu.au

Student Exchange
unisa.edu.au/business/exchange
Telephone (08) 8302 0179
Facsimile (08) 8302 0906
Email business.mobility@unisa.edu.au

Study and Elective Advice
Undergraduate Student Advisor
School of Marketing
Telephone (08) 8302 0262
Email Kathie.Guy@unisa.edu.au

Professional Associations
Australian Marketing Institute
ami.org.au
Australian Market and Social Research Society
amsrs.com.au
Association for Data-driven Marketing
adma.com.au

Events

Get Connected Fair
Engage with opportunities available to you throughout your study to gain extra experience.

Employment and Careers Expo
Connect with employers to learn more about graduate intakes, vacation internships and cadetship programs.

Volunteering and Work Experience Fair
Build your resume with experience before you graduate, learn new skills and network with potential employers.

International Careers Evening
Develop a strategy for moving in to the workforce in Australia and overseas. An event for international students.

Perfect Pitch
A series of workshops held throughout the year to develop your employability skills and leap into your career.

Career Development Workshops
Workshop topics include: Job search skills, resume writing and business communication.

Global Experience Information Session
Meet the team, learn more about the program and start enhancing your degree today.

unisa.edu.au/business/careerevents
Market yourself to employers

Unisa's Bachelor of Business (Marketing) program prepares graduates for employment in a range of roles across the marketing industry. Your study will allow you to develop the knowledge and practical skills needed for a career in any of the following areas:

- Advertising
- Brand management
- Digital marketing
- Media planning
- Market research
- Public relations
- Communications
- Sales

As a marketing professional you will be involved in a variety of projects. Marketers develop advertising campaigns, create websites, conduct market research, write media releases, manage customer relations, oversee product development and much more. You will also be involved in strategic planning and business development.

Careers Tool

Make smarter choices throughout your study by taking action, developing your competitive advantage and ensuring you get connected with employers to give you the best opportunity for graduate employment.

Krismah la byo unisa.edu.au/careers/careertool

Kimberly Goh
Marketing student

"I realised early in my studies that workplace experience would be really important to secure a graduate position. I started looking at opportunities within my Program to get experience and credit at the same time and found the Marketing Placement course. I made enquiries about the eligibility criteria and worked towards maintaining a good GPA and taking the necessary courses to be accepted into the course."

Smarter choices

Understand how your personality, values, skills and knowledge combined with a tailored study plan will influence your career.

You

Marketing is central to most organisations. As a marketing professional you will have the flexibility to work in an industry that appeals to your interests. Whether you’re interested in fashion, sport, science, tourism, IT, finance or food, your studies will give you the skills and knowledge you need to succeed.

- Complete an online assessment to determine which sector your values and skills are most aligned to.
- Your study

In your final year you can apply for the Marketing Project, an industry placement where students work in pairs on a research project for a real organisation. Or organise your own work experience and get credit with the Marketing Placement course. Interested in research? Complete a Vacation Research Scholarship over the summer holiday period.

- Get sought after experience. Do a practicum, Work Placement Scheme, student exchange or the Global Experience course.

Your plan

It is never too early to develop your career plan. Make the most of the resources available to you.

- Schedule an appointment with a career advisor and get your career plan started.

Take action

Identify and close your skill gap, succeed in work experience, record your achievements and develop knowledge for your professional career pathway.

Assess

Record relevant skill sets and achievements that align with the needs of potential employers to demonstrate your suitability for a graduate role.

- Take a skill assessment to identify your areas of development needed to enhance your employability.

Prepare

A range of workshops are available on campus and have been designed to assist you with job search strategy, resume writing, interview skills and appropriate business communication techniques.

- Register for a career development workshop.

Engage

Expand your network and get a head start by engaging with industry contacts through opportunities such as the Business Career Mentor Program. Connect with the professional associations in your industry. These include the Australian Marketing Institute (AMI), Australian Market and Social Research Society (AMSRS) and the Association for Data-driven Marketing (ADMA).

- Register to become a student member of a professional association.

Get connected

Engage with industry and prospective employers to enhance your career and professional development.

What you offer

How do you stand out from the crowd? Package your transferrable skills, work history and experience, and professional development to be an employer’s ideal candidate.

- Find out more about UniSA’s Leadership Program.

Where you’re going

Develop your plan to secure a graduate position.

- > Who is employing graduates?
- > Where are the jobs?
- > When are the intakes?
- > Is self-employment an option?
- > Consider taking the Transition to Employment A (BUSS3079) course.

How to get there

Improve your chances of securing a graduate role. Put your career plan to work. Manage your job search strategy, get organised and invest time in tailoring your applications.

- Register for CareerHub - UniSA’s online database of vacancies, internships, work experience opportunities and career-related events and workshops.

"Having researched the marketing industry I learned that developing a strong network was critical in getting a job. When I received the email about the Business Career Mentor Program, I decided to apply to engage with people in the industry. My mentor helped me with my resume, cover letter and LinkedIn profile. The networking opportunities helped me meet other mentors which lead to an internship offer."

"Being proactive throughout my studies has given me exposure to workplace culture and allowed me to develop practical skills that enhanced my knowledge from study. As a final year marketing student I’m now building my portfolio from all of the opportunities I’ve had to show a diverse skill set and experience to showcase my competitive advantage to employers."

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