

INCREASE YOUR EMPLOYABILITY

Business Career Mentor Program

Develop your career management skills and industry knowledge with an experienced business professional. This program is designed to enhance your employability and broaden your network.

- Over 260 mentors across all business and law disciplines
- Based locally, interstate and internationally
- Training, goal setting, networking and meeting support
- More than 20 industry partner organisations

For more information visit the website.

Business School Hub

Need elective advice, help with a study plan, credit enquiries, internships, placements, internal transfers, exchange approvals? The Hub is here for all of your study needs.

How to get assistance:

- Drop in between 8.30am and 4.30pm, Monday to Friday
- Make an appointment with a Support Officer
- Attend a workshop

UniSA Leadership Program

Offered across various levels with entry points throughout the year. Participants develop skills in self-awareness, teamwork, communication, conflict resolution, mentoring facilitation, creative thinking, project design, project management and a wide range of other areas.

UniSA+Plus

A record of your participation in co-curricular activities to help you stand out as an exceptional graduate. Develop skills, experience and knowledge that employers are seeking in graduates. Complete the requirements across the duration of your degree and choose activities relevant to your desired career.

Volunteering

Strengthen your resume, make a difference, gain valuable experience and meet new people. Take up volunteering opportunities within the university or a not-for-profit organisation that matches your needs and skills. Or join Community Connect, a student-led program that allows you to identify issues you are passionate about and turn them into professional, engaging and impactful projects and events.

Career Services

Effective career planning includes understanding the job market and the state of the economy. Incorporating self-assessment into your plan will help you understand your needs and how they align to your career aspirations. UniSA offers an impressive range of career services to help you prepare for your career, get ready for the workplace and find a job.

Student clubs and associations

USASA supports a range of student-led groups that you are able to join. Becoming a member will provide opportunities to increase your network and participate in roles to boost your experience.

Professional Associations

Join a professional association to grow your network, many have student memberships available.

Australian Marketing Institute

Australian Market & Social Research Society

Association for Data-driven Marketing

For further information contact:

Careers and Alumni

Telephone (O8) 83O2 O179 Facsimile (08) 8302 0904 Email businesscareers@unisa.edu.au

Business School Hub

Ground Floor, Yungondi Building Telephone (O8) 83O2 7141 Email businesshub@unisa.edu.au

UniSA Leadership Program

Telephone (O8) 83O2 O533

Telephone (O8) 83O2 O533 Email unisaplus@unisa.edu.au

Volunteering

Email volunteering@unisa.edu.au

Career Services

Email careers@unisa.edu.au

Experience Business - Projects, Placements & Internships Email eb enquiries@unisa.edu.au

Student Exchange & Study Tours

Telephone (O8) 8302 0903 Email business.mobility@unisa.edu.au



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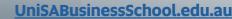




YOUR DEGREE YOUR CAREER

MARKETING







Business

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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.

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EQUIS

STARS

BUSINESS SCHOOLS 2015

Information correct at time of printing (January 2017)

MARKETING

As a UniSA Marketing student, your degree is structured to make sure you have a comprehensive understanding of business and your chosen specialisation.

Business Core 12 courses 54 units

Marketing Principles: Trading & Exchange

Business Law

Business & Society

Accounting Principles for Business Decisions

Principles of Economics

Quantitative Methods for Business

Management & Organisation

Professional Development in Marketing

Business Operations

Business Intelligence

International Business Environment

Strategic Management

Marketing Major 8 courses **36** units

Buyer & Consumer Behaviour

Market Analysis

Market Research

Retailing

Advertising

Branding

Business & Marketing Planning

Integrated Marketing

4 courses

Free choice of elective courses

18 units

Total:

24 courses, 108 units

How to use your electives

Your electives are extremely valuable—using them wisely can provide you with:

- · A minor—a stream of four related courses adding up to 18 units. You may complete courses in your core or major that can contribute to completing a minor. Examples of remaining units to be completed are outlined in the table.
- · An overseas study experience
- Workplace experience through an industry placement

You are able to select options that add up to 18 units. For example, a minor will use 13.5-18 units or you can consider combinations of courses, placements and overseas study.

CAREERS IN MARKETING*

MAINSTREAM MARKETING

Brand management Strategic planning

Business development & customer relations

Product & service development Digital marketing

OR

ADVERTISING, MEDIA PLANNING & PUBLIC RELATIONS

Communications Media buying Creative development Press & media liaison Account management

OR

MARKET RESEARCH

Analysis & insights Data management Buyer & consumer behaviour Metrics & accountability

OR

INTERNATIONAL MARKETING

Client relationship management Collateral development Marketing activity monitoring Social & digital media

*The career clusters are a selection of examples for employment options—to be used as a guide only.

International Marketing Comms & Media (18 units) (4.5 units)

Digital Marketing (4.5 units)

SUGGESTED ELECTIVES[^]

Digital Marketing (4.5 units)

International Marketing

(4.5 units)

Intro to Social Media (4.5 units)

Requires Program Director approval

Intro to Social Media (4.5 units) Requires Program Director approval.

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OPTIONAL MINORS+

Innovation &

Entrepreneurship (18 units)

Management of IT (18 units) Requires Program Director approval.

Marketing Clinic (4.5 units)

Business Practicum (4.5 units)

Business Internship (18 units)

Marketing Clinic (4.5 units)

Industry Project (9 units)

INDUSTRY PLACEMENT~

Marketing Clinic (4.5 units)

Business Practicum (4.5 units)

Industry Project (9 units)

Business Internship (18 units)

OVERSEAS STUDY#

Business International Study Tour (4.5 units)

Short Term Exchange (4.5 units)

Full Semester Exchange (13.5 - 18 units)

Business International Study Tour (4.5 units)

> Short Term Exchange (4.5 units)

Full Semester Exchange

(13.5 - 18 units)

Digital Marketing (4.5 units)

International Marketing (4.5 units)

Intro to Social Media (4.5 units) Requires Program Director approval.

Psychology (18 units) Requires Program Director approval.

Business Practicum (4.5 units)

Industry Project (9 units)

Business Internship (18 units)

Marketing Clinic (4.5 units)

Business International Study Tour (4.5 units)

> **Short Term Exchange** (4.5 units)

Full Semester Exchange (13.5 - 18 units)

International Marketing (4.5 units)

Digital Marketing (4.5 units)

International Perspectives in Business (4.5 units)

International Business (13.5 units)

Business Practicum (4.5 units)

Industry Project (9 units)

Business Internship (18 units)

Business International Study Tour (4.5 units)

> Short Term Exchange (4.5 units)

Full Semester Exchange (13.5 - 18 units)

^Advice is available from the Business School Hub for more elective options.

+A full list of minors can be found at: unisa.edu.au/mme

unisabusinessschool.edu.au/experience overseas study support.

~More information is available at:

#Funding and grants are available for