Sarah Poppy  
Marketing Advisor, City of Tea Tree Gully  

“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.”

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.

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.

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 included  
- More than 20 industry partner organisations  

For more information visit the website.

For further information contact:

UnISA Leadership Program  
Telephone (08) 8502 0533  
Email leadership@unisa.edu.au

UnISA+Plus  
Telephone (08) 8502 0533  
Email unisaplus@unisa.edu.au

Career Services  
Email careers@unisa.edu.au

Experience Business - Projects, Placements & Internships  
Email business.mobility@unisa.edu.au

Volunteering  
Email volunteering@unisa.edu.au

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.

Information correct at time of printing (January 2017)  
CRICOS provider number 00121B
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

Electives*
4 courses
18 units
Free choice of elective courses

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.

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

+ 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
+ More information is available at: unisabusinessschool.edu.au/experience
+ Funding and grants are available for overseas study support.