



Nick John

Senior Account Manager, KWP! Advertising

"While completing my studies, I took part in a **marketing placement** and felt the **experience** prepared me for my current role with KWP! Advertising. I strongly encourage all students to participate in **work placement** opportunities such as this.

I developed a greater understanding of the **workplace culture** in the marketing and communication industry. It's a dynamic, fast-paced environment, working with creative, driven people, servicing a diverse client base."

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:

i.unisa.edu.au/students/business/careers/mentor-program

Business Student 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 an Academic Progress Advisor
- 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+

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. Our Community Connect program 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: ami.org.au

Australian Market & Social Research Society: amsrs.com.au

Association for Data-driven Marketing: adma.com.au

For further information contact:

Careers and Alumni

i.unisa.edu.au/students/business/careers
Telephone (08) 8302 0646
Email businesscareers@unisa.edu.au

Business Student Hub

i.unisa.edu.au/students/business/support/hub
Ground Floor, Yungondi Building
Telephone (08) 8302 7141
Email businesshub@unisa.edu.au

UniSA Leadership Program

unisa.edu.au/leadership
Telephone (08) 8302 0533

UniSA+

unisa.edu.au/unisaplus
Telephone (08) 8302 0533
Email unisaplus@unisa.edu.au

Volunteering

unisa.edu.au/volunteering
Email volunteering@unisa.edu.au

Career Services

unisa.edu.au/careers
Email careers@unisa.edu.au

Business Internships

unisabusinessschool.edu.au/study/internships/
Email business.internships@unisa.edu.au

Student Exchange & Study Tours

i.unisa.edu.au/students/business/exchange
Telephone (08) 8302 0903
Email business.mobility@unisa.edu.au



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University of South Australia

Business School



YOUR DEGREE YOUR CAREER

MARKETING & COMMUNICATION



UnisABusinessSchool.edu.au

MARKETING & COMMUNICATION

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

Business Core 5 courses 22.5 units	Marketing Principles: Trading & Exchange Business Law Quantitative Methods for Business Professional Development in Marketing Accounting Principles for Business Decisions
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Marketing & Comm Major 17 courses 76.5 units	Ideas, Innovation & Communication Communication & the Media Marketing Analysis Buyer & Consumer Behaviour Public Relations Theory & Practice Digital Design Essentials Writing & Editing for Publication Advertising Communication Research Methods Media Law & Ethics Business & Marketing Planning Industry & Practice Promotional Communication: Advertising, Publicity & Marketing Integrated Marketing Integrated Communication Planning Communication Management in Practice Design for Digital Technologies OR News & Social Media Connections
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Electives[^] 2 courses 9 units	Free choice of elective courses
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Total: 24 courses, 108 units

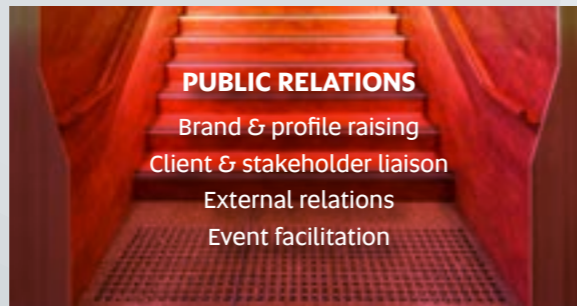
How to use your electives

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

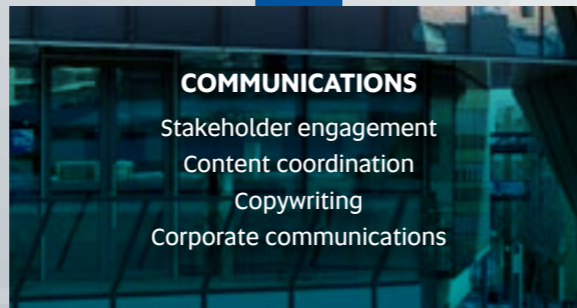
- Specialised knowledge from elective courses
- An overseas study experience
- Practical workplace experience through industry placement

You are able to select options that add up to 9 units. For example, you can consider a combination of courses, placements or overseas study.

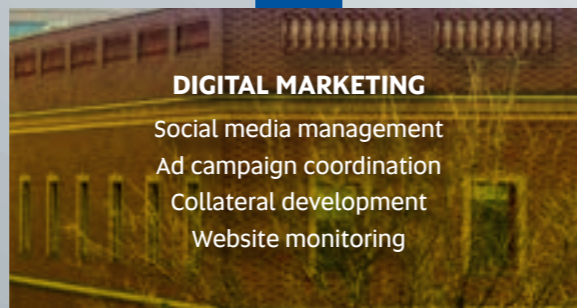
CAREERS IN MARKETING & COMMUNICATION*



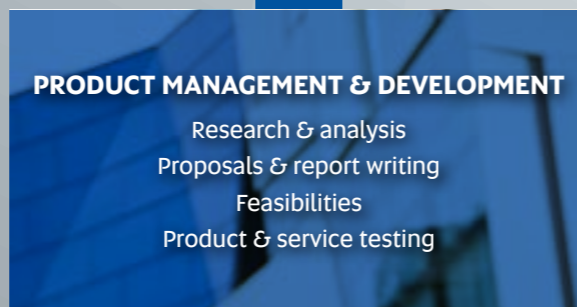
OR



OR



OR



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

SUGGESTED ELECTIVES [^]	OPTIONAL MINORS ⁺	INDUSTRY PLACEMENT [~]	OVERSEAS STUDY [#]
Branding (4.5 units)	Not applicable	Marketing Clinic (4.5 units)	Business International Study Tour (4.5 units)
International Marketing (4.5 units)		Marketing Practicum (4.5 units)	Short Term Exchange (4.5 units)
Intro to Social Media (4.5 units) <small>Requires Program Director approval.</small>		Industry Project (9 units)	
+ + + = 9			
Intro to Social Media (4.5 units) <small>Requires Program Director approval.</small>	Not applicable	Marketing Clinic (4.5 units)	Business International Study Tour (4.5 units)
Digital Marketing (4.5 units)		Marketing Practicum (4.5 units)	Short Term Exchange (4.5 units)
International Marketing (4.5 units)		Industry Project (9 units)	
+ + + = 9			
Branding (4.5 units)	Not applicable	Marketing Clinic (4.5 units)	Business International Study Tour (4.5 units)
Digital Marketing (4.5 units)		Marketing Practicum (4.5 units)	Short Term Exchange (4.5 units)
Intro to Social Media (4.5 units) <small>Requires Program Director approval.</small>		Industry Project (9 units)	
+ + + = 9			
Market Research (4.5 units)	Not applicable	Marketing Clinic (4.5 units)	Business International Study Tour (4.5 units)
Branding (4.5 units)		Marketing Practicum (4.5 units)	Short Term Exchange (4.5 units)
Retailing (4.5 units)		Industry Project (9 units)	
+ + + = 9			

[^]Advice is available from the Business Student 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/internships

[#]Funding and grants are available for overseas study support.