



## STUDENT PROFILE

**PROGRAM NAME : BACHELOR OF MARKETING AND COMMUNICATION / PROGRAM CODE : DBMN / SATAC CODE: 424451**

The table below gives an indication of the likely peer cohort for new students in this program at UniSA. It provides data of students who enrolled in this program in [Semester 12020](#).

**Note:**

"<5"- the number of students is less than 5

N/A - students not accepted in this category

N/P - Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students

Students in the Past Higher Education Study group may include students who have transferred between degrees (including those who have been transferred as a result of a program change).

Applicant Background	Number of Students	Percentage of all Students
(A) Past higher education study	20	40.82%
(B) Past vocational education and training (VET) study	"<5"	"<5"
(C) Work and life experience	"<5"	"<5"
(D) Recent secondary education - Admitted solely on the basis of ATAR	21	42.86%
(D) Recent secondary education - Admitted solely on the basis of other criteria	0	0%
International students	"<5"	"<5"
All Students	49	100%