



# ATAR PROFILE

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

The table below relates to all applicants whose admission in 2024 is based mostly on secondary education undertaken within the previous two years, and who were selected on the basis of their ATAR alone. The table includes ATAR (excluding any adjustment factors) and Selection Rank (ATAR plus any adjustment factors).

**Note:**

- N/A - Students not accepted in this category
- "<5" - indicates less than 5 ATAR-based offers were made
- UniSA selects applicants for entry on the basis of meeting the eligibility criteria and achieving a competitive Selection Rank (ATAR plus adjustment factors). For more information on general admission criteria, including applicant groupings, adjustment factors, and common admission related terms, visit: <https://www.unisa.edu.au/Study-at-UniSA/Study-with-us/Entry-pathways/Admissions-Criteria/>

(ATAR-based offers only, across all offer rounds)	ATAR (Excluding adjustment factors)	Selection Rank (ATAR plus any adjustment factors)
Highest rank to receive an offer	96.2	97.55
Median rank to receive an offer	75.75	75.9
Lowest rank to receive an offer	60.6	68.85