



# STUDENT PROFILE

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

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 1, 2024.

**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	5	16.67%
(B) Past vocational education and training (VET) study	"<5"	"<5"
(C) Work and life experience	17	56.67%
(D) Recent secondary education - Admitted solely on the basis of ATAR	5	16.67%
(D) Recent secondary education - Admitted solely on the basis of other criteria	0	0%
International students	"<5"	"<5"
All Students	30	100%