



Sarah Poppy

Community Relations Coordinator, Grace College, Qld

"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."

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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Business School



YOUR DEGREE YOUR CAREER

MARKETING



UnisaBusinessSchool.edu.au

MARKETING

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	Consumer Behaviour Market Analytics Market Research Retailing Advertising Branding Essentials of 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.

CAREERS IN MARKETING*

MAINSTREAM MARKETING

- Brand management
- Strategic planning
- Business development & customer relations
- Product & service development
- Digital marketing

OR

ADVERTISING, MEDIA PLANNING & PUBLIC RELATIONS

- Communications
- Media buying
- Creative development
- Press & media liaison
- Account management

OR

MARKET RESEARCH

- Analysis & insights
- Data management
- Buyer & consumer behaviour
- Metrics & accountability

OR

INTERNATIONAL MARKETING

- Client relationship management
- Collateral development
- Marketing activity monitoring
- Social & digital media

*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 [#]
Digital Marketing (4.5 units)	Innovation & Entrepreneurship (18 units)	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)	Full Semester Exchange (13.5 - 18 units)
		Business Internship (18 units)	
			=18
International Marketing (4.5 units)	Comms & Media (18 units) <small>Requires Program Director approval.</small>	Marketing Clinic (4.5 units)	Business International Study Tour (4.5 units)
Digital Marketing (4.5 units)	Management of IT (18 units) <small>Requires Program Director approval.</small>	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)	Full Semester Exchange (13.5 - 18 units)
		Business Internship (18 units)	
			=18
Digital Marketing (4.5 units)	Psychology (18 units) <small>Requires Program Director approval.</small>	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)	Full Semester Exchange (13.5 - 18 units)
		Business Internship (18 units)	
			=18
International Marketing (4.5 units)	International Business (13.5 units)	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 Perspectives in Business (4.5 units)		Industry Project (9 units)	Full Semester Exchange (13.5 - 18 units)
		Business Internship (18 units)	
			=18

[^]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.