



University of
South Australia

UniSA BUSINESS
IS RANKED IN
THE TOP 1%
WORLDWIDE*

Bachelor of
**BUSINESS
(MARKETING)**



unisa.edu.au/marketing

Participate in industry projects for real clients, complete an internship and attend advanced masterclasses.

Learn from experts who advise brands like Nestlé, Procter & Gamble and CBS.

Apply for a Vacation Research Scholarship with the Ehrenberg-Bass Institute for Marketing Science and become involved in world-class research.



City West
Campus



3 years
full-time



February
and August
intakes

ATAR7.0
IELTS Total6.0
IELTS Reading6.0
IELTS Writing6.0
*(or equivalent for other English
Language tests accepted by UniSA)*

DEGREE CODE: **DBBM** | CRICOS CODE: **O8O916D**



Scholarships
available

Business
student at City
West Campus



UniSA Business is AACSB and EFMD (EQUIS) accredited.

*UniSA Business is one of just ten institutions in Australia and 189 globally to be accredited by EQUIS (from over 16,500 worldwide). EFMD, February 2020.

Information correct at time of printing (September 2020)
CRICOS Provider number OO121B

Bachelor of **BUSINESS (MARKETING)**

Graduate with an industry-accredited degree that will equip you with the knowledge and skills needed to launch a successful career in marketing.

UniSA marketing degrees are based on real-world research. You will learn advanced marketing techniques, develop practical marketing management skills, explore consumer psychology and learn the scientific laws of brand growth.

During your studies you will have opportunities to gain industry experience through internships, placements, overseas study opportunities and advanced masterclasses.

REAL-WORLD CONNECTIONS

UniSA Business is home to the world-renowned Ehrenberg-Bass Institute for Marketing Science. The Institute is the world's largest institute for research into marketing and is supported by over 60 companies worldwide.

Build your network and career by participating in our Business Career Mentor Program which pairs you with an experienced business professional.

BACHELOR AND MASTERS DEGREE IN 4 YEARS

Package the Bachelor of Business (Marketing) with the Master of Management (Tourism and Event Management) degree and graduate with two qualifications in just four years with our 3+1 Pathway to Masters program.

CAREER OUTCOMES

Marketing coordinator / marketing manager / campaign manager / fundraising and development officer / marketing insights analyst / media planner / brand manager / market researcher / account manager / sales and marketing manager / business development manager / market analyst / market researcher



"I participated in the career mentor program. It was an amazing experience as I got to understand more about the career path I've chosen and how to get there."

Hoang Nguyen VIETNAM
**Bachelor of Business
(Marketing)**

DEGREE STRUCTURE

FIRST YEAR

Marketing Principles:
Trading and Exchange
Principles of Economics
Business and Society
OR International Study
Tour OR Elective
Accounting for Business OR
Quantitative Methods for Business
Consumer Behaviour
Marketing Analytics
Elective
Management and Organisation

SECOND YEAR

Market Research
Business Law
Professional Development
in Marketing
Entrepreneurship for Social
and Market Impact
Retailing
Business Intelligence
Advertising
International Business Environments
OR International Elective

THIRD YEAR

Branding
Essentials of Marketing Planning
2 x Electives
Integrated Marketing
3 x Electives

PROFESSIONAL ACCREDITATION

This program has been evaluated and accredited by the Australian Marketing Institute (AMI).

**WORLD'S
No.1 FOR BRAND
MANAGEMENT
RESEARCH**

*AFR BOSS Magazine,
April 2018 – League
of Scholars*



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For more information, please visit

unisa.edu.au/international
unisa.edu.au/enquiry

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