



University of  
South Australia

# Study Marketing

at the University  
of South Australia

[unisa.edu.au/marketing](https://unisa.edu.au/marketing)

UniSA is home to the Ehrenberg-Bass Institute - the world's largest centre for research into marketing. Spend your semester abroad at UniSA and learn from the same marketing experts who advise some of the world's biggest brands.



Nestlé



## WORLD'S NO.1 FOR BRAND MANAGEMENT RESEARCH

AFR BOSS Magazine, April 2018 – League of Scholars



We have a wide range of courses to choose from in marketing, business and communications – explore the full range at [international.unisa.edu.au/short-term-study/what-can-i-study/](https://international.unisa.edu.au/short-term-study/what-can-i-study/)

Get started by looking at some of the most popular choices of our previous students.

Courses may have pre-requisites. Applications are assessed on an individual basis.

Study Period	Area/Cat Number	Course Name	Unit Value	Notes
SP2 & SP5	MARK 1010	Marketing Principles: Trading and Exchange	4.5	<p>SP2: Study Period 2 February – July</p> <p>SP5: Study Period 5 July – November</p> <p>4.5 UniSA units is equivalent to 7.5 ECTS (18 units = 30 ECTS)</p>
SP2 & SP5	MARK 2010	Marketing Analytics	4.5	
SP2 & SP5	MARK 1008	Consumer Behaviour	4.5	
SP2 & SP5	MARK 3009	Essentials of Marketing Planning	4.5	
SP5 only	MARK 3015	Branding	4.5	
SP5 only	MARK 2020	Market Research	4.5	
SP5 only	MARK 2032	Retailing	4.5	
SP5 only	MARK 2007	Advertising	4.5	
SP5 only	MARK 3005	International Marketing	4.5	

# Get ready for an **amazing student experience**

 @unisastudyabroad

## Discover

### Adelaide and South Australia

Adelaide is the perfect base to explore the best of what Australia has to offer. No matter what direction you head in, you'll find something uniquely Australian close by - from the best camping spots to spectacular coastlines and lots of opportunities to see Australia's wildlife up close.



*"My advice to a student considering coming to Adelaide and studying at UniSA?*

*Go for it! You won't regret it, it's a once in a lifetime experience!"*

**Alicia Fasel** Germany

*Alicia visiting Carpenter Rocks in South Australia*



#### **NATIONAL PARKS**

cover 21.5% of South Australia's land surface



#### **224 TOTAL DAYS**

of sunshine in Adelaide per year

*Adelaide is one of Australia's most affordable cities*



#### **ADELAIDE IS UP TO 14% MORE AFFORDABLE**

than other major Australian cities

2019 EIU Cost of Living Survey



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CRICOS Provider number 00121B