Marketing plays a pivotal role in the success of any business. This degree is designed to give students the skills needed for an exciting career in marketing. Students develop an understanding of consumer behaviour and the importance of market research when pricing, distributing and promoting products and services in different markets. From this background students learn how to design, develop, implement and manage effective marketing strategies.

PROFESSIONAL EXPERIENCE
Students undertake one compulsory unit of community engagement and at least one unit of professional industry experience in the field of Marketing.

The professional industry experience gained over the three years is designed to assist students to link their studies to the ‘real world’ of work, and to assist in gaining career employment on graduation.

PROFESSIONAL RECOGNITION
Students who complete the Bachelor of Marketing are eligible to apply for membership of the Australian Marketing Institute (AMI).

CAREER PATHS
Graduate career opportunities arise in both the private and public sectors and cover a wide range of occupations:
- Marketing management
- Advertising
- Market research
- Sales management
- Retailing and wholesaling
- Direct marketing
- Event management
- Promotions
- Social marketing
- e-marketing

FURTHER STUDY
On completion of this degree eligible students may apply for an Honours year.

COMMENCEMENT
February 2014 and July 2014.

DURATION
3 years full-time.

ADMISSION
Domestic students should apply through the Tertiary Admissions Centre.
## BACHELOR OF MARKETING

### COURSE STRUCTURE

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Year 2</th>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marketing Research</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marketing Management</td>
<td>Marketing Communications</td>
</tr>
<tr>
<td></td>
<td>Managing Advertising and Promotion</td>
<td>Marketing Intelligence and Metrics</td>
<td>Marketing Law</td>
<td>Understanding Self &amp; Society: Contemporary Perspectives</td>
<td>Applied Marketing Project</td>
</tr>
</tbody>
</table>

### ELECTIVE UNITS

A student may undertake electives in Commerce subject to campus availability, unit limitations and provided that pre-requisite and co-requisite requirements are met. As part of their electives, students may undertake an additional Professional Experience unit.