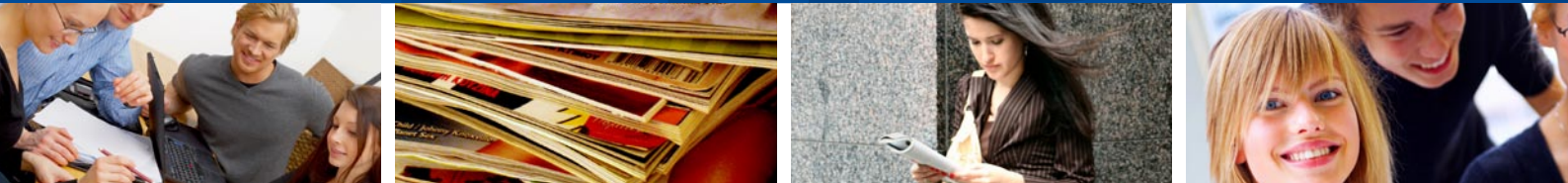




Marketing and Communication

careers

Experience. The Difference.



Bachelor of Marketing and Communication leads to abundant job opportunities worldwide.

Complete a Bachelor of Marketing and Communication at UniSA and you will have very broad choices about your career direction. The skills and knowledge this program of study helps you to develop are attributes that many employers are seeking.

Combining your core skills and knowledge in marketing and communication with business management and accounting skills, your degree will take you to places where there is a demand for specialists and generalists across a wide range of sectors servicing the marketing and communications industries – from advertising to film, media and just about every other area across private and public sectors.

As businesses around the world strive for continuous improvement and face the challenges of local and global competition, the marketing and communications industry is dynamic, growing and global. Increasing professionalism and growth in this area means that continuing employment options for graduates exist in an enormous range of areas – nationally and internationally.

Marketing and Communication graduates can enjoy the freedom of seeking work across a diverse range of areas as most businesses and government organisations require skilled marketing and communication specialists across many facets of operation. Starting in a graduate entry position, this degree gives you the opportunity to progress towards specialist management roles where you can further develop and hone your skills and knowledge.

In Australia, nearly 40% of Marketing, Advertising and PR Professionals are employed in the Property and Business Services sector, followed by 10.3% in Manufacturing, 8.7% in Government Administration and Defence, 8.3% in Wholesale Trade and 5.4% in Cultural and Recreational Services.

Employment snapshot

Marketing, Public Relations and Advertising Professionals

Job prospects:	GOOD
Employment predictions to 2011–12:	STRONG
Occupation size:	LARGE (59 300)
Ave weekly wage:	\$966
% in FT work:	82%
Vacancy levels:	HIGH
Vacancy reasons:	44% Job change 47% Leaving occupation 9% New jobs

Sales and Marketing Managers

Job prospects:	GOOD
Employment predictions to 2011–12:	STRONG
Occupation size:	LARGE (104 500)
Ave weekly wage:	\$1334
% in FT work:	93%
Vacancy levels:	MODERATE
Vacancy reasons:	58% Job change 30% Leaving occupation 12% New jobs

Which occupations?

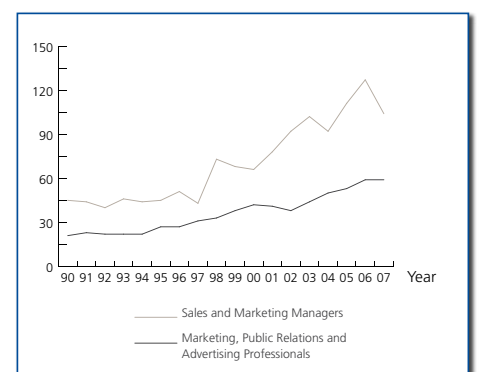
Starting in a graduate entry position, this degree gives you the opportunity to progress towards roles in management, offering you an upward career path that can be both challenging and rewarding. Graduates can start their careers in roles such as marketing/public relations/advertising/media officer or assistant and progress to roles such as media manager, product manager; advertising consultant/specialist; marketing specialist; public relations/promotions manager; communications manager or marketing manager.

Which industries?

Marketing and communication skills are in high demand in many areas and often required for positions that extend into other areas such as business management. So graduates have many options available to them which extend across most industry sectors from advertising, arts administration, marketing, public relations and various creative industries.

Opportunities exist in both the public and private sectors, in regional and metropolitan areas and internationally. Some graduates may even go on to operate their own businesses.

The employment level ('000s of people) for Marketing, Public Relations and Advertising Professionals and Sales and Marketing Managers:



Graduate Qualities and Employers

Employers look for graduates who have not only strong academic records and relevant qualifications, but also the personal skills and qualities needed to do the job well. As you will know, UniSA programs are designed to develop a range of Graduate Qualities that are highly valued in the workplace.

With the Graduate Qualities you'll be able to approach employers knowing that you stand out from graduates of other institutions.

As a graduate of the Marketing and Communication program, the combination of your core business and management skills and your specialist property skills and knowledge will help you present as the best candidate for the job. You'll be aware that it's not enough simply to possess the graduate qualities, you'll also need to be able to explain how you've developed them and how they can help you in your work. You may be able to use examples from previous work or life experience, but you can also refer to your program. So, for example, you might want to tell potential employers that you:

Have an ability to operate with a body of knowledge

You should emphasise that UniSA programs offer the most recent discipline knowledge in research, theory and extensive practical based applications that helped you develop a solid knowledge in the areas of your professional interest, which will generally be reflected in your choice of major, minor and elective courses. Emphasise any practical-based study components such as organisation-based projects and specific case study analyses that provided you with real-world experience and knowledge. Mention that your field of study covered the main concepts and principles that underlie marketing and communication thinking and practice.

Are prepared for lifelong learning

Tell employers that your degree gave you a broad theoretical and practical base in marketing and communication that can be built on in the years to come.

Let them know that your program included a range of courses that helped to strengthen your general knowledge and skills and broaden your outlook and appreciation for further study and lifelong learning. Provide examples of some of these courses and discuss any plans you may have for further study. Explain that you understand the strategies, avenues and information required to help keep your professional skills and knowledge up to date.

Are an effective problem solver

The range of areas you studied involved aspects of study which challenged and honed your decision making skills and involved subjects such as organisational culture and control; conflict, its regulation and management and quantitative methods for decision making. Let them know that you can apply the principles of decision-making in a work environment. If you were faced with particular challenges regarding decisions that you had to make in any practical or theoretical component of your course, tell employers about this too. You could use specific examples of where, how and why you had to solve problems during the course of your study program or in any environment in which these skills were called to test.

Can work autonomously and collaboratively

Emphasise that your studies provided the opportunity to develop and put into practice your skills in working both independently, and in team situations. You could talk about the discipline, initiative and organisational skills required to complete individual tasks and the negotiation, leadership and communication skills you developed while working with your fellow students. Provide examples of both your positive approach to team work and your capacity to work autonomously. You can talk about any organisation-based projects you undertook that developed your skills in researching and working both independently and within a team-based setting.

Are committed to ethical action and social responsibility

Underpinning all UniSA programs is a commitment to ethical practice. As a student, you developed an understanding

of these principles through study that covered areas such as ethical management in communication; ethics in the creative industries and boards and non-consumer stakeholders managing ethically; social and ethical issues of computers in communication and society and eco-environmental strategies within the organisation.

Communicate effectively

Indicate that one of the fundamental skills you developed was the ability to think logically and to communicate clearly and effectively. This was further developed and enhanced through topics that developed different aspects of your communication skills such as the theory and practice of communication matters in marketing; introduction to communication and cultural studies and communication; major organisational theories and their communication implication; strategic communication and marketing-related models and techniques to support customer relationships. Mention any other courses or electives that assisted in the development of your communication skills throughout your course of study. Where relevant, provide examples of when and how your communication skills were put to use.

Demonstrate an international perspective

Explain to employers that your degree emphasised the need to maintain an international perspective and that this was focused through topics studied such as global journalism; international perspectives and new media context of corporate communication; globalisation of technology and local, national and international identity and related policy debates and cultural diversity management. Mention any elective studies or organisation-based projects completed that may have enhanced your international perspective. Also, tell potential employers that many of the students studying at UniSA campuses in Australia are from overseas. This provided you with the opportunity to interact and communicate with students from all parts of the world.

Note: Statistical data and occupational classifications used in this brochure have been sourced from Department of Employment and Workplace Relations.

Further information

For more information about the programs, including fees, visit:
www.unisanet.unisa.edu.au/programs

Australian applicants

School of Marketing
City West Campus
Student Adviser: Undergraduate
Telephone: (08) 8302 0262
Email: mkt.enquiries@unisa.edu.au
Website: www.unisa.edu.au/marketing/

International applicants

International Prospective Students Office
GPO Box 2471
Adelaide SA 5001
Telephone: (613) 9627 4854
Facsimile: (613) 9627 4864
Email: international.office@unisa.edu.au
Website: www.unisa.edu.au/internat

The University of South Australia reserves the right to alter, amend or delete any program, fee, course, admission requirement, mode of delivery or other arrangement without prior notice.

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University of
South Australia

Division of
Business