



Professional marketers: in demand

As a graduate of UniSA's Marketing program you'll understand the importance of marketing in daily business life. Almost every organisation has ideas, services or products that they want the public to accept, support or buy. And to do this, they need highly skilled marketing professionals like you!

Marketing activity has traditionally been driven by the size of the market place and the level of economic activity. An increasing population and strong economic growth in Australia over the past ten years has resulted in consistent growth in the demand for people with marketing, advertising and sales skills. New business ideas and opportunities have been created by the rapid growth in electronic communication and the expansion of global trading. However, these developments have also produced a more competitive environment within which suppliers need to use contemporary and innovative marketing in order to reach their target audiences.

Australian employment in marketing, public relations, advertising and sales has increased by over 20 percent in the last five years to around 1.2 million people.

Understandably, the Australian Government predicts growth prospects for people with specialist skills in marketing, public relations and advertising to be good to very good over the next decade.

Which industries?

The wholesale and retail sector absorbs around a third of marketing, public relations and advertising professionals, with a further third employed by the property and business services and manufacturing sectors. The communication, cultural, health, government and education sectors all offer significant employment opportunities for marketing graduates, providing an extensive window of opportunity for job seekers to find work across a diverse range of industry sectors.

Employment snapshots

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

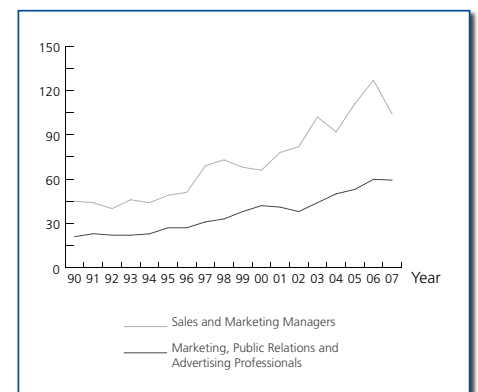
Sales and Marketing Managers

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?

Marketing graduates have many choices. Often, graduates will enter companies as marketing service trainees, marketing or brand manager assistants, public relations officers or retail or commercial sales people. With further study and/or experience, there are opportunities to move into positions such as technical sales representative, brand manager, account manager, marketing manager, advertising manager or sales manager, marketing analyst, marketing/management executive or even researcher. Some marketing graduates choose to start their own business after gaining some management experience.

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



Which companies?

In South Australia, marketing graduates will find employment opportunities with a range of companies in the private sector.

The Federal, State and Local Governments also provide a wide variety of job opportunities for marketing graduates.

Many small to medium sized enterprises offer opportunities for marketing graduates. These include public relations and communications, sports and recreation, finance and accounting and legal firms.

Professional Recognition

This course satisfies the requirements for membership of the Australian Marketing Institute and the Australian Market and Social Research Society of Australia.

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Graduate Qualities and Employers

While employers will view academic achievement favorably, it's important to remember that they are also seeking graduates who have 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 marketing student, you'll be marketing your most valuable asset at the end of the course – you! So 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.

You may be able to use examples from previous work or life experience, but you can also refer to your program. For example, you can tell employers that you:

Have the ability to operate with a body of knowledge

You should emphasise that UniSA programs offer the most recent discipline knowledge including research by both practitioners and theorists. This means that you have acquired a strong understanding of the language and concepts that will enable you to operate effectively and efficiently in a marketing environment.

Are an effective problem solver

Problem solving is one of the seminal skills of a marketing professional. You could tell employers about the real world problems set as tutorial exercises that helped you learn about decision making processes, problem identification and solving strategies. Let them know that these skills are further enhanced through research projects.

Can work autonomously and collaboratively

Make employers aware that you experienced a mixture of individual and group assessment with work being presented orally and in writing.

The group work reinforced what you learned about group processes and group communication practices. It also provided an opportunity for you to receive and analyse constructive feedback on your performance.

Are committed to ethical action and social responsibility

You can inform employers that a commitment to ethical business practice underpins all UniSA programs, and specifically refer to courses such as Marketing Principles.

Communicate effectively

Let employers know that the variety and depth of your assessment focused on developing multiple communication skills and strategies. By presenting your work orally and in writing, you gained the skills that allow you to critically analyse and argue in both verbal and written communications.

Demonstrate an international perspective

You can tell employers that during your time at UniSA, you have had the opportunity to interact and communicate with students from all parts of the world. Don't forget to mention that UniSA staff spend time teaching at overseas campuses and return with ideas and information which they pass on to you. This helps you gain an exciting international perspective which is both practical and theoretical.

Note: Statistical data and occupational classifications used in this brochure have been sourced from the 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

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Division of
Business