Marketing is essential to every business in today's highly competitive marketplace. It is a dynamic function aimed at creating differentiation and competitive advantage for a company. The marketer's role is to identify and understand the needs and wants of consumers; determine which sections of a market the business will target; design appropriate products, services and programs; develop communication to promote and publicise the goods and/or services of a business; and determine the most effective way to deliver the offerings.

In today’s fast-moving world, where a company’s ability to understand its customers and deliver value to them are vital to its success and sustainability, marketing plays an important role in establishing relationships between customers and the organisation’s offering to the market. A goal of every business is to create customer satisfaction profitably by building valued relationships with customers, suppliers, distributors, shareholders and the community at large. This underscores the central role marketing plays within our society and in all contemporary businesses.

Wide range of career opportunities
Marketing graduates are employed in a wide range of marketing related roles in almost all business organisations. In addition, they work in specialist marketing and advertising agencies. Increasingly, non-profit organisations in the arts, theatre, education and international relief are employing marketers to better understand and communicate with their donors/volunteers.

Graduate opportunities exist for a range of job titles including Advertising Assistant, Brand/Product Coordinator, Business Development Officer, Market Researcher, Consumer Insights Analyst, Marketing Consultant, Media Liaison Coordinator, and Sales and Marketing Coordinator, as well as roles in fund-raising, promotions and public relations. Organisations recruiting Marketing graduates include ALDI, Clemenger Group, Colgate Palmolive, DDB Worldwide, Energy Australia, Google, IBM, Kimberly-Clark, L’Oreal, Mars, McCain Foods, Michael Page International, Qantas, Saatchi and Saatchi, Telstra, Unilever and Yahoo.

UNSW Co-op program
The Commerce (Co-op) program (3554) is a four-year scholarship program combining relevant studies in Marketing with up to 18 months of industry experience with highly sought-after sponsor organisations. Visit www.coop.unsw.edu.au for more information.
Marketing Major

Compulsory courses
- MARK1012 Marketing Fundamentals
- MARK2051 Consumer Behaviour
- MARK2052 Marketing Research
- MARK3054 Marketing Analytics and Big Data
- MARK3082 Strategic Marketing Management

Electives (sample)
- MARK2053 Marketing Communication and Promotion Management
- MARK2055 Service Marketing and Management
- MARK2060 Events Marketing and Management
- MARK2071 International and Global Marketing
- MARK2085 Consumer Centric Innovation
- MARK3081 Distribution Strategy and Retail Channels
- MARK3085 Digital Marketing and Web Analytics
- MARK3090 Marketing Decision Analysis
- MARK3091 New Product and New Service Development
- MARK3092 Brand Management
- COMM2222 Industry Experience Program
- COMM3020 Global Business Practicum
- COMM3030 Social Entrepreneurship Practicum

The Marketing major allows you to structure your studies to meet your career ambitions. Each of the options below focuses on providing you with the specific knowledge to pursue a career path where practical and analytical decision-making skills are necessary.

Option 1: Marketing Communications and Brand Management
Focuses on the role of the brand in an organisation and how managers can build, measure and manage brand equity. Skills developed include advertising, promotions, personal selling and public relations in a number of contexts including events planning and management, managing relations in the service sector and developing an integrated communications approach for public and private sector organisations.

Choose:
- MARK2053 Marketing Communications and Promotions Management
- MARK3092 Brand Management

Option 2: Innovation and New Product Development
Provides the tools needed to develop, introduce and manage innovation through new and existing product lines in order to meet the ever-changing needs of consumers and develop, maintain and enhance a brand’s equity, and build sales and market share. Skills developed include understanding the market, visualising market potential, analysing the behaviour of competitors, and coordinating with a team to bring product to market.

Choose:
- MARK2085 Consumer Centric Innovation
- MARK3091 New Product and New Service Development

Option 3: Service and Event Marketing
Provides you with the know-how regarding the development of service quality programs, customer experience management, relationship marketing, public relations and events management, and how to develop service as a distinct advantage for the organisation. Skills developed include customer experience mapping, managing service quality, marketing and communications, and event coordination.

Choose:
- MARK2055 Service Marketing and Management
- MARK2060 Events Marketing and Management

Option 4: Digital and Marketing Analytics
Enables you to conduct quantitative analyses that inform the development of marketing strategies for the firm and its product lines. Skills developed include understanding a variety of analytic tools used for making strategic decisions in marketing.

Choose:
- MARK3090 Marketing Decision Analysis
- MARK3085 Digital Marketing and Web Analytics

Degree options
The Marketing major is offered in the B Commerce, B Commerce (Co-op) and B Commerce (International).

Plus dual B Commerce degree with:
- B Actuarial Studies, B Arts, B Aviation Management, B Design, B Economics, B Education (Secondary), B Engineering (Hons), B Engineering (Material Science and Engineering), B Fine Arts, B Information Systems, B Laws, B Media (PR and Advertising), B Music, B Science, B Advanced Science (Hons), B Science (Advanced Mathematics) (Hons) and B Science (Computer Science).

The Marketing major can be taken as a second major in the B Actuarial Studies, B Actuarial Studies (Co-op), B Commerce (Co-op), B Economics, B Social Research and Policy and B Psychological Science.

Marketing complements a range of different study areas including Accounting, Economics, Finance, International Business and Management.

For further details on your chosen program and major(s), visit handbook.unsw.edu.au

Contact us
Future Students Office
Ask a question: unswnsw.edu.au/ask
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