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.

OUTSTANDING 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.

TAKING THE FIRST STEP
The Marketing major allows you to structure your studies to meet your career ambitions. It allows you to gain knowledge so that, as a marketing professional, you can add value to an organisation and the broader community. Each option focuses on providing you with the specific knowledge to pursue a career path where practical and analytical decision-making skills are necessary.

The study options are:
1. Marketing Communications and Brand Management
2. Innovation and New Product Development
3. Service and Event Marketing
4. Digital and Marketing Analytics
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 use of a variety of analytic tools used for making strategic decisions in marketing.

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

THE MARKETING MAJOR (8 COURSES) CONSISTS OF:

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

Electives (choose any 3 courses)
ACCT3563 – Issues in Financial Reporting
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

Either:
COMM3020 – Global Business Practicum or COMM3030 – Social Entrepreneurship Practicum

A MARKETING MAJOR IS OFFERED IN A RANGE OF DEGREES AT UNSW:
Bachelor of Commerce
Bachelor of Commerce (International)
Bachelor of Economics (as a 2nd major option)

POPULAR AS A MAJOR IN DUAL DEGREE WITH BCOMMERCE:
BArts, BAviation Management, BDesign (Hons), BEngineering, BFineArts, BLaws, BMedia (PR and Advertising), BMusic.

UNSW CO-OP PROGRAM

The Marketing Co-op Program is a four year scholarship program combining the Bachelor of Commerce with up to eighteen months of industry training.

Visit www.coop.unsw.edu.au for more information.

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