The Bachelor of Business (Marketing) degree is designed to give you the business acumen needed to pursue a career in marketing. The course focuses on theoretical and practical skills needed in branding, market research, international marketing, marketing communications and strategic marketing.

With this course you will also:

- Learn about the processes for launching products and services as well as developing and maintaining brand image
- Formulate marketing and communication strategies focused on business, stakeholder and customer needs
- Develop skills in market research, B2B marketing, strategic marketing and eMarketing
- Execute marketing campaigns

Possible job titles relevant to graduates of the program include:

- Marketing Manager
- Brand Manager
- Market Researcher
- Promotion and Advertising
- Strategic Marketing Management
- Marketing Officer

Graduates of the Bachelor of Business (Marketing) will obtain the necessary skills and knowledge to work across various businesses and organisations - both nationally and internationally.

For more information call 1300 762 129 or visit:
> MARTINCOLLEGE.EDU.AU/MARKETINGDEGREE
2014 START DATES AND FEES

<table>
<thead>
<tr>
<th>Course</th>
<th>Location</th>
<th>Start dates*</th>
<th>Length</th>
</tr>
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<tbody>
<tr>
<td>Bachelor of Business (Marketing)</td>
<td>FEE-HELP</td>
<td>7 Jul, 3 Nov</td>
<td>2 year fast track: 12 units per year</td>
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<td>3 years: 8 units per year</td>
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<td>Each unit: 14 weeks (including 1 week personal study &amp; 1 week exams)</td>
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B: Brisbane  OL: Online Learning

ENTRY REQUIREMENTS

Martin College has identified the following as entry requirements for the Bachelor of Business (Marketing) program:

- Completion of an Australian Senior Secondary Certificate of Education, or its equivalent, at an appropriate level. For example: a senior secondary certificate of education with an ATAR of 63.4/UAI of 60.0, and passes in relevant academic subjects including English; AND
- 18 years of age or over; OR
- Mature age entry (aged 21 or over) with relevant work experience OR
- Successful completion of a relevant Diploma.

ARTICULATION AND CREDIT TRANSFER

If you have completed courses at TAFE, another University provider or completed a Diploma (or higher) with us which contain equivalent content covered in the Martin College Bachelor of Business (Marketing) program, you may be considered for a credit transfer. The faculty can then provide an assessment of credit that you may be granted. We will try to advise you about any credits towards your Bachelor’s program before you are enrolled in the Bachelor of Business- Marketing at Martin College.

DELIVERY

This course is available both on campus and online. Students whose personal situation does not allow them to attend campus will be able to complete the course in either a blended mode of on and off campus or fully off campus.

ONLINE LEARNING

Online Learning is the ideal way to gain a nationally recognised qualification without needing to sacrifice your work and life commitment.

- Adjust your study schedule to fit around other commitments
- Access our advanced eLearning platform Study Smart to collaborate with teachers and other learners
- Full support during office hours via email from a dedicated tutor
- Enjoy all the benefits of studying at Martin College – such as the Career Starter Program
- Transfer to on-campus if you wish
- Enrol any time

WHAT IS THE MARTIN COLLEGE CAREER STARTER PROGRAM?

The Career Starter Program provides a link between academic studies and your career. It is designed to help launch your career by teaching you job search skills, giving you practical experience, and helping you to find employment after you graduate.

All Martin College students can access the Career Starter Program. While you are studying, you can attend seminars given by industry-experts who will teach you how to look for work, and how to plan your career.

The Career Starter Program will support your transition into the workforce. You will be able to access a wide range of employment opportunities through the Martin College job portal.

PROGRAM STRUCTURE

To achieve a Bachelor of Business a total of 24 subjects must be completed:

- 8 core subjects at level 100
- 6 core and 2 electives subjects at level 200
- 6 core and 2 electives subjects at level 300

STUDY PROGRAM - BACHELOR OF BUSINESS (MARKETING)

LEVEL 100
- Introduction to Management
- Introduction to Marketing
- Introduction to Accounting
- Introduction to Business Law
- Effective Business Communication
- Information Management Systems
- Introduction to HRM
- Economics for Business

LEVEL 200
- Consumer Behaviour
- Market Research
- Ethics and Corporate Social Responsibility
- Services Marketing
- Integrated Marketing Communications
- Understanding and Using Research
- Level 200 Elective (selected from across all BBusiness streams)

LEVEL 300
- Strategic Management
- Brand Management
- Marketing Management and Planning
- B2B Marketing
- eMarketing
- Professional Industry Engagement
- Level 300 Elective (selected from across all BBusiness streams)

Graduates of this program receive the qualification of Bachelor of Business-Marketing (BUSMMC).

Study Group Australia Pty Limited (RTO 5806) CRICOS Provider Code: 01682E
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