



University of  
South Australia

**Online**

# UnISA ONLINE STUDY GUIDE 2018

**BACHELOR OF BUSINESS (MARKETING)**



# UPGRADE IN YOUR



# YOUR CAREER LUNCH BREAK

## STUDY ON DEMAND

Our 100% online, career-focused degrees give you full control and ultimate flexibility over your study. Access online student support seven days a week, plan your study to fit around your life, view learning resources 24/7, and log in to the interactive online environment anywhere, any time and on any device.

Designed for people who lead busy lives, you'll be able to engage with learning activities when it's convenient for you – even if that means studying in your lunch break.

With more than 25 years of experience delivering online education, you won't just leave with a degree – you'll open up a world of exciting opportunities to advance your career or reinvent yourself in the workplace.



Study with  
***Australia's University of***

**TOP 10**  
UNIVERSITY IN  
AUSTRALIA

THE World University  
Rankings 2018

**25+**  
**YEARS**

OF EXPERIENCE  
DELIVERING ONLINE  
AND DISTANCE  
EDUCATION



# Enterprise

One of Australia's  
**LARGEST AND  
HIGHEST RANKED**  
ONLINE EDUCATION  
PROVIDERS

2015/2016 Department of Education,  
QS World University Rankings 2016



Top ranking teachers  
**RANKED 2ND  
IN AUSTRALIA**

THE Top 150 Under 50  
Teaching Indicator 2016

**TOP 2%  
WORLDWIDE**


THE World University  
Rankings 2018, International  
Handbook of Universities 2017



**OVERALL  
FIVE-STAR  
RATING**

2017 QS Stars Ratings





# BUILDING ON 25+ YEARS OF DELIVERING ONLINE EDUCATION

**Since 1991, our students have been able to graduate with a UniSA degree without having to travel to a physical campus.**

UniSA has a long tradition of off-campus learning, establishing a Distance Education Centre more than 25 years ago. Designated as one of eight national Distance Education Centres in Australia, it grew to serve more than 4,000 students, and was one of the largest providers of distance education in the country.

Seen as a leader in the field, UniSA played a major role in establishing Open Universities Australia – and our

commitment to deliver a high-quality online education continues to this day.

UniSA Online builds on the University's history and experience to open up more opportunities for people to earn a degree and take charge of their career.

With more than 32,000 students across six campuses, and 5,000 students studying online, you'll join a diverse community of learners and award-winning teachers.

## UniSA's DIGITAL LEARNING FUTURE

UniSA Online is a key part of the University's *Digital Learning Strategy 2015 – 2020*. The flexibility to study on campus and online is something our students value immensely. Through our Strategy, we will deliver an engaging curriculum, support our students to be productive professionals in a digital age, expand our flexible learning arrangements, develop our academics to be leaders in the digital learning experience, and inspire the entire UniSA community through lifelong learning.

[unisa.edu.au/digitallearning](https://unisa.edu.au/digitallearning)



UniSA is ranked in Australia's top 10 universities for online students who gain full-time employment\*.

Always innovating, we're putting our expertise into providing a new suite of high-quality, 100% online undergraduate courses for you to study anytime, anywhere.

We've developed each and every one of these degrees from scratch – at every point, considering how we can teach to the highest standards in an online environment, while maintaining a focus on developing the skills employers are looking for today.

UniSA has a long and proud history of reaching out and bridging barriers to educational access, dating back to the 1990s when we were one of the largest providers of distance education in Australia.

A few generations on and UniSA Online is the next step in that evolution. As Australia's University of Enterprise and a university that prizes our close relationships with business, industry and the professions, we are reflecting that relevance in the design of all of the UniSA Online degrees so that learning activities reflect real work environments.

This is your opportunity to upgrade your career, or change your future with one of Australia's largest and highest ranked online education providers\*\*. I wish you all the success in the world as you take these next steps with us and enter the world of education On Demand through UniSA Online.

**Professor David G. Lloyd**  
Vice Chancellor and President

\* 2015/2016 Department of Education

\*\* 2015/2016 Department of Education, QS World University Rankings 2016

In her role as Academic Director, Associate Professor Barbara Parker leads the UniSA Online academic team.

“Our degrees are designed by academic experts who have strong links to employers. This relationship ensures you'll be equipped with the most current information needed to be successful in your career. We engage our students in innovative, quality learning experiences within a supportive environment that develops leadership skills and fosters confidence in discipline knowledge, problem solving and critical thinking.

“Embarking on a university degree is an exciting milestone in life – and UniSA Online will play an important part in helping you achieve your career goals.”

**Associate Professor Barbara Parker**  
Academic Director: UniSA Online

As the founder of MOOCs (Massive Open Online Courses) and President of the Society for Learning Analytics Research (SOLAR), Professor George Siemens is excited to bring his expertise to UniSA.

“Pioneering research into what it means to learn in the digital age, UniSA is applying fresh insights about how we learn into its new 100% online degrees and curriculum to deliver a more connected learning community and an enhanced online student experience.”

Professor Siemens is regarded for his research in networks, analytics, wellbeing and open connected learning.

**Professor George Siemens**  
Professor and Executive Director at the Learning Innovation & Networked Knowledge (LINK) Research Lab, University of Texas at Arlington  
UniSA Crossing the Horizon Professor



## CONTENTS

Take control of your study with UniSA Online.....	8
Support seven days a week.....	10
Your online, On Demand study experience.....	13
Take your career to new heights.....	14
Bachelor of Business (Marketing).....	16
Are you eligible?.....	17
Apply today.....	17
Study 70 other flexible online degrees.....	18

# Take control of your study with UniSA Online



No need to come onto campus, all **assessments 100% online**



**Four start dates** in January, March, June and September



Learn in bite-sized **10-week blocks**



**24/7 access** to learning resources



Online student **support services** seven days a week



All content **available from day one** of your course



**Flexible** around your life



**Plan your study** schedule ahead of time



**\$1,000 study grants** for eligible students

## START YOUR CREDIT CHECK

Fast-track your degree and receive credit for past study and/or work experience.

[unisaonline.edu.au/credit](https://unisaonline.edu.au/credit)

## WHY STUDY ON DEMAND?

### Designed specifically for online learning

Our team of academic and online experts has created interactive and media-rich course material using innovative digital technology and state-of-the-art teaching and learning resources. Every degree has been designed specifically for online learning to ensure you graduate with the skills and knowledge needed for your future career.

### 100% online – no need to come onto campus

Our degrees are delivered 100% online so you can Study On Demand. We've made everything completely accessible online which means you'll never need to set foot on campus – all of your assessments including exams (if required) are fully online, which is perfect if you wish to continue working while you study.

### Plan your study schedule ahead of time

Studying with UniSA Online means there is no need to be online at a set time – you can log in whenever it suits you. Unlike a traditional degree, there is no need to attend lectures or tutorials in person – you don't even need to wait for next week's course materials. All content is available from day one of your course, so you'll be able to plan your study schedule in advance, and engage with learning materials and activities at your own pace, whenever it suits you.

### Flexible around your life

Courses are offered in bite-sized 10-week blocks, allowing you to dial up or down your study to fit in with your life. Study one or two courses each term, or even take a term off if you're busy with work and personal commitments. Simply pick up where you left off.

If there are times when you can't meet assessment due dates because of other commitments, we'll work with you individually to assess your requirements and make alternative arrangements.

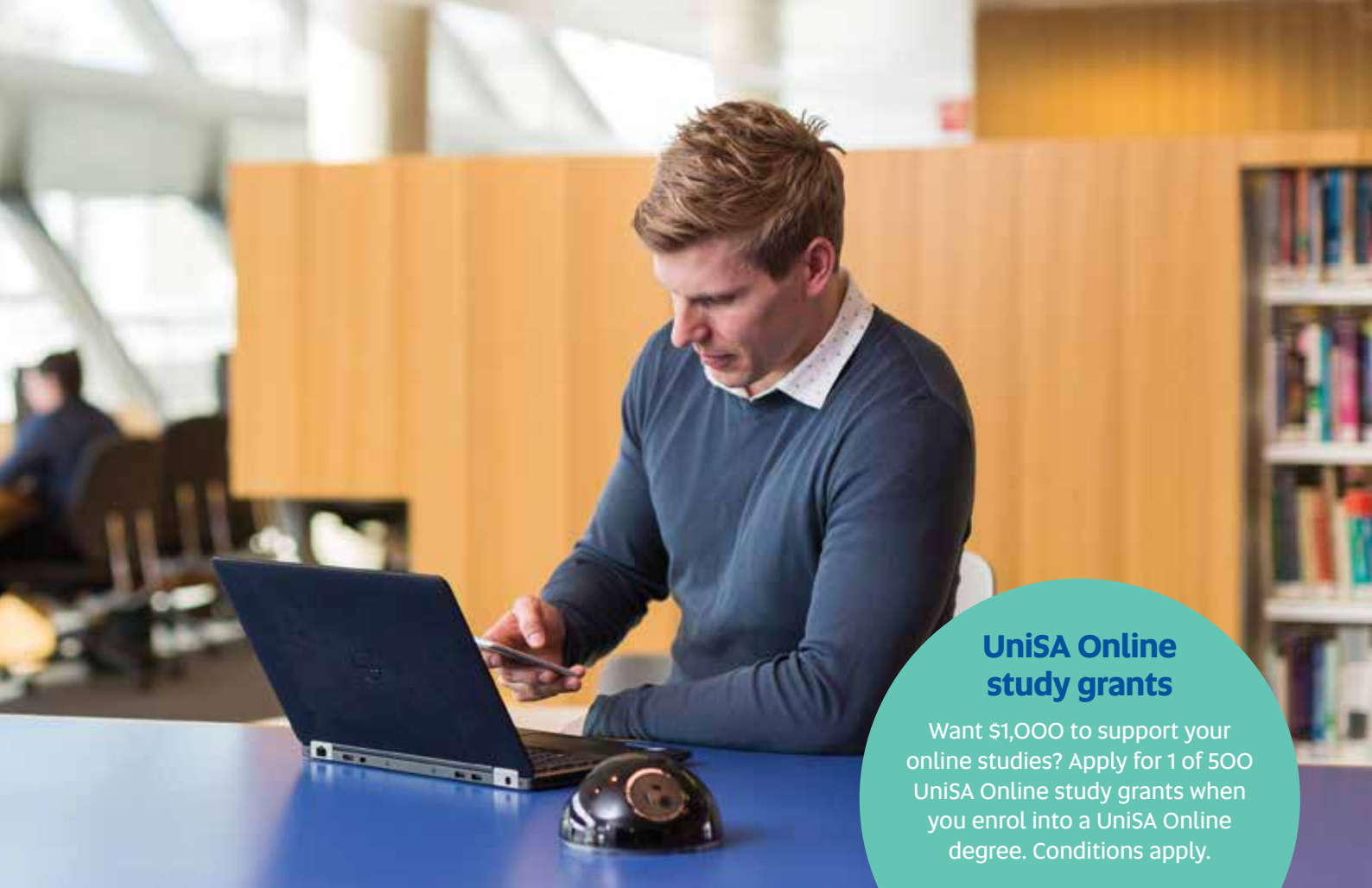




# Support seven days a week

## OUR SERVICE COMMITMENT TO YOU

Whether you need help with assignments and referencing, or require administrative or technical support, you'll have On Demand access to a team that'll be there to support you, every step of the way. As a UniSA Online student, you'll engage with people who genuinely care about helping you achieve your very best.



## UniSA Online study grants

Want \$1,000 to support your online studies? Apply for 1 of 500 UniSA Online study grants when you enrol into a UniSA Online degree. Conditions apply.

Find out more at [unisaonline.edu.au/grants](https://unisaonline.edu.au/grants)

### Dedicated Student Adviser support

Our Student Advisers will be an important part of your student journey – they'll help you enrol, discuss your study goals, communication preferences, and will be your first point of call for all your general study questions. They'll link you to an extensive range of support services and resources across the University and will help schedule appointments with specialised services if required.

### Online tutors seven days a week

Our tutors specialise in online teaching, and will provide highly personalised support tailored to your needs. Along with guidance on assignments, they'll provide advice on writing and referencing. If you have a question related to your course, you can expect to receive a response within 24 hours. Tutors are available seven days a week, including weeknights.

### Tech support around the clock

You don't need to be a tech expert to study online. Our IT Help Desk is available 24/7 to

provide assistance with your computer set up, student email, software requirements and other UniSA apps and student applications. You'll be able to get support no matter what time it is.

### Access free IT software and resources

You'll get free access to the full Office 365 ProPlus suite, which includes full versions of programs like Word, PowerPoint, Excel, Outlook and OneNote. Along with 1Tb of personal storage that syncs with your PC or mobile device, you'll also have free access to more than 5,000 video courses on Lynda.com.

### Check your device

Our computer system test will determine if your device has the base system resources and software required to study online. It'll also check the speed of your internet connection. See if your computer, laptop or device is all set up and ready to go – it takes just a few seconds.

[unisaonline.edu.au/systemtest](https://unisaonline.edu.au/systemtest)

### Online study support and student services

You'll have access to an online hub packed with study resources, all aimed at helping you achieve your very best throughout your studies. You'll also have access to personalised career advice, counselling and wellbeing services, disability support, Wurringka Student Services, Learning Advisers, library staff and more over extended hours.

[unisaonline.edu.au/support](https://unisaonline.edu.au/support)



UniSA Online's student support team in action.





EXPERIENCED  
**ACADEMICS**  
— with —  
**INDUSTRY**  
CONNECTIONS

# Your online, On Demand study experience

## 24/7 interactive online environment

Our interactive online environment is a one-stop-shop for all your study needs. Track your progress through the student dashboard, plan your study schedule, and receive reminders on due dates for tasks and assessments. It's like your very own personal study coach.

## Learning resources at your fingertips

Access a library of more than 700,000 digital resources including e-books, videos and journal articles, right at your fingertips. If you can't find what you're after, our Ask the Library virtual service will assist you to locate, access, evaluate, use and reference a range of information resources.

## Passionate teachers with industry experience

Passionate about online learning, our teaching staff are subject-matter experts who are committed to delivering high quality and personalised support to help you thrive in your studies. They understand the unique needs of online students and will help you navigate the online course materials, resources and technology, so you can get the most of out of your study experience.

## Expand your professional network from wherever you are

Online study doesn't mean studying on your own. You'll connect with a community of other like-minded students as you share, debate and collaborate ideas through virtual classrooms, online chat, video conferencing, and other online communication tools.

## Industry approved, quality assured

Our industry connections will enrich your online study experience. Each degree has been designed in conjunction with industry experts and is overseen by an experienced industry advisory board with a wealth of experience. You'll learn the most cutting-edge developments in your field, while gaining real-world experience by solving problems that organisations face today.

# Take your career to new heights

**Access an extensive suite of online resources purposely designed to help build your employability.**

As a UniSA Online student, you'll have all the information and resources you need to make informed choices for your career. From updating your resume to writing a winning cover letter, or preparing for an upcoming interview – we'll help you put your best foot forward.

**Get personalised career advice**

Our Career Advisers are available for online appointments if you need guidance on your career development, are looking for advice on choosing the right electives or want to develop a job search plan. We genuinely care about seeing you succeed – and our commitment to your career doesn't end once you graduate. In fact, you'll have access to career advice and support up to 12 months after you graduate.





### Talk to industry representatives

Engage with industry representatives and network with people in your profession while you're studying.

Talk to industry representatives who have a wealth of professional experience, or graduates who have gone on to exciting roles in your chosen field.

### Search for employment opportunities

UniSA Career Services promotes a range of employment opportunities via our online job board, UniSA CareerHub.

You'll find casual, part-time or full-time employment, graduate and vacation opportunities, internships as well as a range of Australian and international volunteering opportunities.



**Top 10  
IN AUSTRALIA**  
FOR ONLINE STUDENT  
FULL-TIME EMPLOYMENT

- 2015/2016  
Department  
of Education



## GRADUATE SPOTLIGHT



"I chose to study with UniSA because of their strong reputation and the success of their graduates.

Online study allowed me to work full-time and commence my career straight away. It gives you the opportunity to develop discipline and self-management, and to work to your own schedule."

### Nicole Underwood

UniSA Marketing graduate  
 Managing Director  
 Nicoleunderwood Pty Ltd  
 Telstra South Australian Business  
 Women's Awards dual finalist

## Bachelor of BUSINESS (MARKETING) XBBM

**100% ONLINE** [unisaonline.edu.au/degrees/marketing](http://unisaonline.edu.au/degrees/marketing)

### DEGREE INFO

Start dates..... January, March, June, September  
 Duration..... 3 years full-time  
 Time commitment..... 10-15 hours per week per course  
 Study as..... Full-time or part-time

### KEY FEATURES

Explore consumer psychology and the scientific laws of brand growth.

Learn from experts who advise brands like Coca-Cola, Colgate and Unilever.

Develop a strategic marketing plan for a simulated business.

The UniSA Business School is ranked in the top one per cent worldwide and awarded five-Stars<sup>^</sup> in the QS Stars Business School Rankings 2017\*.

### CAREER OPPORTUNITIES

- Market analyst
- Media planner
- Brand manager
- Digital marketer
- Marketing and communications officer
- Corporate communications advisor

### PATHWAYS

An alternative entry option is available through the Foundation Studies program with UniSA College.

[unisa.edu.au/college](http://unisa.edu.au/college)

### WHAT YOU'LL STUDY

#### YEAR 1

Critical Approaches to Online Learning  
 Business and Society  
 Accounting Principles for Business Decisions  
 Business Law  
 Quantitative Methods for Business  
 Professional Development in Marketing OR Elective  
 Marketing Principles: Trading and Exchange  
 Principles of Economics

#### YEAR 2

Consumer Behaviour  
 Marketing Analytics  
 Market Research  
 Retailing  
 Advertising  
 Business Intelligence  
 Business Operations  
 Management and Organisation

#### YEAR 3

Strategic Management  
 Branding  
 Essentials of Marketing Planning  
 Integrated Marketing  
 International Business Environment  
 Elective  
 Elective  
 Elective

#### ELECTIVES

Managing Decision Making  
 International Management Ethics and Values  
 Organisational Leadership  
 Entrepreneurial Enterprises  
 Management of Industrial Relations

## LEARN FROM THE EXPERTS

Did you know that the Ehrenberg-Bass Institute for Marketing Science is the world's largest centre for research into marketing?

Allied with UniSA, the Institute's team has more than 50 marketing scientists who make fundamental discoveries about how brands grow and buyers behave. Study marketing and get the opportunity to learn from researchers who have advised global brands such as Coca-Cola, Colgate and Unilever.

[marketingscience.info](http://marketingscience.info)

*\*UniSA Business School is one of just nine institutions in the country and 169 globally to be accredited by EQUIS. There are a total pool of 16,585 business schools worldwide, AACSB, May 2017. ^2017 QS Stars Ratings.*

# Are you eligible?

You're eligible to study with UniSA Online if you have completed any of the following with a competitive result:

- the South Australian Certificate of Education (SACE), with a competitive ATAR;
- a secondary education qualification equivalent to SACE such as an interstate year 12 or international qualification;
- the International Baccalaureate Diploma with a minimum score of 24 points;
- at least four Open Universities Australia (OUA) courses at undergraduate level or above;
- an award from a registered training organisation at Certificate IV level or above;
- Special Tertiary Admissions Test (STAT);
- a University Foundation Studies program; or
- successful completion of online literacy and numeracy test through the Australian Council for Education Research (ACER) with relevant work experience.

In order to complete your application, we'll ask you to provide supporting documents as proof of your prior study or work experience.

## Online literacy and numeracy test

This online test assesses your literacy and numeracy skills and will take approximately one hour. In order to sit the test, you'll need to complete a UniSA Online application and provide evidence of relevant work experience.

## Residency requirements

Even though this degree is taught online, you must meet the following residency requirements:

- if you are an Australian citizen, you must be a resident in Australia for at least some of your degree to be eligible for admission.
- if you are a Permanent Resident, permanent Humanitarian visa holder, or New Zealand citizen, you must be a resident in Australia for all of your degree to be eligible for admission.

## Fees and finance

UniSA Online undergraduate courses are Commonwealth Supported for eligible students. Commonwealth supported students are charged a portion of the cost of their higher education through a student contribution. You may be eligible to defer payment of your student contribution via Commonwealth Government's HECS-HELP loan schemes.

[unisaonline.edu.au/fees](https://unisaonline.edu.au/fees)

# APPLY TODAY

Apply direct at  
[unisaonline.edu.au](https://unisaonline.edu.au)  
or call us on 1800 531 962.

Just follow these simple steps:

### Check your eligibility

1 Take our eligibility check and answer a few short questions to see if you're eligible. You'll be given an option to continue your application, save it for later or request a call back from a Degree Adviser if you have any questions.

### Receive your conditional offer

2 Once you complete the eligibility check, you'll receive an email with your conditional offer to start studying with UniSA Online. It will have all the information you need to complete your application.

### Complete your application and send through your documents

3 In order to proceed with your conditional offer, you'll need to complete your application and provide required evidence of your previous study or work experience.

That's it! Once you hit submit, your application will be assessed within three business days and we'll advise you on the next steps to build or change your career.

# STUDY 70 OTHER FLEXIBLE ONLINE DEGREES

UniSA offers a range of other online degrees that can be studied off-campus, providing you with the flexibility to study where and when you choose. We have degrees across the following areas.

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ARTS AND SOCIAL SCIENCE

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BUSINESS

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EDUCATION AND TEACHING

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ENGINEERING

---

HEALTH

---

IT

---

MBA

---

NURSING AND MIDWIFERY

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*Note: Some on-campus study may be required.*

**100% ONLINE DEGREES IN:**

Accounting

Communication

Community Health

Construction Management

Criminal Justice

Digital Media

Human Resource Management

Information Technology and Data Analytics

Management

Marketing

Nutrition and Exercise

Psychological Science and Sociology



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South Australia

**Online**

*Find out more about our online degrees:*



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[unisaonline.edu.au](http://unisaonline.edu.au)



Call direct on  
1800 531 962



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