



University of  
South Australia

**Online**

# UnISA ONLINE STUDY GUIDE 2020

**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.

Our degrees are designed for people who lead busy lives, so we make it easy for you to engage with learning activities when it's convenient for you – even if that means studying in your lunch break.

When you study with UniSA Online, 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*

**RANKED IN THE  
TOP 10  
IN AUSTRALIA FOR  
EMPLOYER SATISFACTION**

*QILT: 2018 Employer Satisfaction Survey,  
Overall Satisfaction Indicator –  
National Report*

**25+  
YEARS**

**OF EXPERIENCE  
DELIVERING ONLINE  
AND DISTANCE  
EDUCATION**





# Enterprise

UniSA is one of

**AUSTRALIA'S  
LARGEST ONLINE  
EDUCATION  
PROVIDERS**

*2017 Department of  
Education and Training*

**RANKED 25TH  
IN THE WORLD'S  
TOP 50 UNDER 50**

*2019 QS Top 50 Universities  
Aged Under 50*

**No.1**  
YOUNG UNIVERSITY  
IN AUSTRALIA FOR  
**TEACHING  
QUALITY**

*2019 THE Young  
University Rankings*

**OVERALL FIVE  
STAR RATING  
FOR EXCELLENCE**

*2019 QS Stars Ratings*



Image: The award-winning Jeffrey Smart Building at UNISA's City West campus.





# DESIGNED BY UniSA. DELIVERED BY UniSA.

**Every aspect of your UniSA Online degree is designed and delivered by UniSA's very own experienced academics and online learning experts. This differs from many other online university providers.**

As a student, you'll benefit from our academic and curriculum expertise, extensive industry connections and leading-edge research into online learning.

We collaborate, we innovate, and we're constantly implementing new ideas, solutions and strategies to improve our courses and support services so that you get the very best out of your time with us.

We exist to create exciting futures through online learning. We're 100% focused on providing the best experience and outcomes for our students.

No matter where you live or how busy your life might be, you'll engage with a team of passionate and experienced people who are committed to ensuring you have an outstanding, high-quality education.

## **BUILDING ON 25+ YEARS OF DELIVERING ONLINE AND DISTANCE EDUCATION.**

We have a long tradition of off-campus learning, establishing the UniSA Distance Education Centre more than 25 years ago. Our centre was designated as one of eight national Distance Education Centres in Australia and was one of the largest providers of distance education in the country.

UniSA Online builds on the University's history and experience, opening 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.



## A MESSAGE FROM OUR VICE CHANCELLOR



UniSA undergraduates studying online have graduate employment rates well above the national average\*.

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 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

\* Graduate Outcomes Survey 2018  
\*\* Department of Education 2017



"At UniSA Online, our purpose is to create exciting futures through online learning.

For a majority of our students, studying online is a necessity, simply due to the demands of working full-time and having a family. We've redesigned the whole experience around the needs of online students. We're committed to exceeding your expectations through the quality of our learning resources, the effectiveness of our teaching and our proactive academic and student support services.

Our team truly value the connections we make with our students. To see people who are actively making their dreams a reality, is both inspiring and rewarding. We look forward to welcoming you to UniSA Online."

**Tom Steer**  
Executive Director: UniSA Online



"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



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# Take control of your study with UniSA Online

## WHY STUDY ON DEMAND?



All assessments are **100% online**.  
No need to come onto campus



**Four start dates** in January, April, July and September



Learn in **10-week blocks**



**24/7 access** to learning resources



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



All content **available before your term starts**



Fit life **around study**



**Plan your study** schedule ahead of time



**Scholarships and grants** available for eligible students

## START YOUR CREDIT CHECK

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

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



## BENEFIT FROM 100% ONLINE STUDY

### Designed specifically for online learning

Learn through media-rich course material, short engaging videos, and interactive activities such as quizzes, forum posts and online face-to-face discussions. Your 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

Everything from your course content to weekly activities and assessments is 100% online. You'll communicate with academic staff and students via live messages, online discussion forums and email. You'll never need to set foot on campus, which is perfect if you wish to continue working while you study.

### Plan your study schedule ahead of time

All of your course content is available before your term starts. This means you can log in and have a look at your learning materials, weekly activities and assessments ahead of time. You'll have the ability to organise your study schedule and factor in family, work or life commitments in advance.

If you know you've got a busy week coming up, you can complete your course readings or assessments beforehand so you don't fall behind.

### Fit life around study

Full-time students study two courses each term. It makes earning a degree completely achievable, especially if you're working. Your degree is delivered over four terms each year. Each term runs for 10 weeks with 2-week breaks in between each term.

You'll also have the option to go part-time, or switch between the two. If you need to take a break in your study, that's an option too. We recommend speaking to your Student Adviser who can help you update your study plan and check when your courses are offered.

**STUDYING  
A DEGREE IS  
COMPLETELY  
ACHIEVABLE.**

**2 COURSES EACH TERM  
X 4 TERMS  
= FULL-TIME STUDY**





# Get 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.



**Ryan Challen**

IT and Data Analytics student  
QLD

**“Like most mature students, I was concerned about my academic ability having been away from study for so many years. I was relieved when I saw that UniSA Online provides so much student support and many helpful resources to combat these fears. From my first enquiry, I was welcomed by friendly degree and student advisers who were ready to encourage and guide me.”**





### **Lucy Andrew**

Online Course Facilitator  
Critical Approaches to  
Online Learning

**“Your success means everything to us. I love interacting with students face-to-face online and encourage students to connect with us. We’re here to get you off to the right start, provide the help you need, and we’ll be there to applaud loudly when you graduate.”**

## **HOW WE SUPPORT YOU**

### **Contact online academics seven days a week**

You'll be supported by our highly experienced academic team of Online Course Facilitators and Online Tutors. Our academics will guide you through your learning and ensure you have an outstanding, high-quality education.

They can help you with your course materials and assessments, provide feedback on your work, assist you with referencing as well as answer any other course-specific queries.

You'll be able to contact your academics via email, online discussion forums and live messages in the online learning environment. You can also communicate in real-time and chat face-to-face with your academics online.

### **Receive dedicated Student Adviser support**

Your Student Adviser will be an important part of your university experience. They can help you enrol, plan your courses, or discuss personal circumstances that may impact on your studies. They'll link you to other support services in the University and can help you schedule appointments if required.

### **Get tech support around the clock**

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 software and resources**

Download 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**

See if your device has the minimum IT requirements to study online. You'll be able to check the speed of your internet connection and see if you have the system requirements to sit online exams. The computer system test takes just a few seconds.

Visit [unisaonline.edu.au/systemtest](http://unisaonline.edu.au/systemtest) to learn more.

### **Download study resources and access other University services**

Learn useful study strategies and download materials designed to improve your study skills. Get personalised career advice and access counselling and wellbeing services, disability support, Wurringka Student Services, learning advisers, and library staff over extended hours.

Visit [unisaonline.edu.au/support](http://unisaonline.edu.au/support) to find out more.



*Our Student Adviser team can help you with study admin and non-academic related questions.*





**Shane Dawson**

Director: UniSA Teaching  
Innovation Unit

**“UniSA is one of the leading universities in the world known for its learning analytics research. As a founding institution for the Society for Learning Analytics Research, we’ve been involved in numerous national and international projects that look at how students engage and learn in online settings. We’re continuously investigating and developing new innovations that will benefit our students’ learning experience and future employment options.”**





LEARN FROM  
EXPERIENCED  
ACADEMICS  
- with -  
INDUSTRY  
CONNECTIONS

# Your On Demand study experience

## Learn from expert academics

Passionate about online learning, our academic 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

UniSA Online is designed to help you connect with a community of other like-minded students. Share, debate and collaborate ideas through online chat, video conferencing, and other online communication tools.

## Industry approved, quality assured

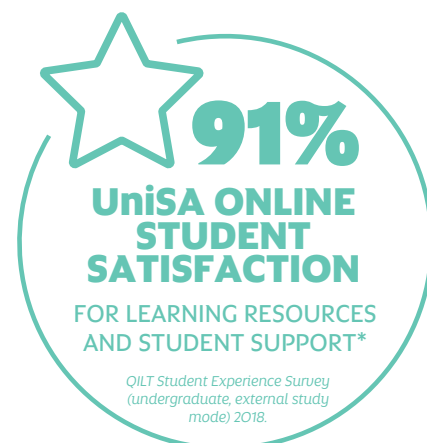
Our industry connections will enrich your online study experience. Each degree has been designed in conjunction with industry experts and is overseen by an experienced industry advisory board with a wealth of experience. Learn cutting-edge developments in your field and solve real-world problems that organisations face today.

## 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 stay on top of 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.



\* National average for learning resources: 82%.  
National average for student support: 78%.

# 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.

UniSA's ONLINE STUDENTS HAVE GRADUATE EMPLOYMENT RATES

**WELL ABOVE THE NATIONAL AVERAGE<sup>^</sup>**



<sup>^</sup> UniSA External UG full-time employment rate 83% Graduate Outcomes Survey 2018  
\*Based on a total of 527 responses from enrolled students in UniSA Online's New Student Survey



**32%**

of UniSA Online students  
**WANT TO ADVANCE THEIR CAREER**  
in their current field\*





**David Maerschel**  
UniSA Career Adviser

**“As a UniSA Online student, you’ll have access to a range of self-help career resources including our resume template builder, an interview simulator, career assessments, interactive videos and useful articles from employers, plus so much more. You can also schedule one-on-one appointments with our team of Career Advisers as well as email your resume and cover letter for review.”**

### **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. Our commitment to your career doesn't end once you graduate – you'll have access to career advice and support for up to 12 months after you graduate.

### **Engage with industry representatives**

Interact with people working in your profession while you're studying and build a network with students and professionals 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.



# Bachelor of BUSINESS (MARKETING) XBBM

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

## DEGREE INFO

- 100% online
- 3 years full-time
- January, April, June, September
- Part-time study available
- 10-15 hours per week per course

## KEY FEATURES

Develop a broad skill set in brand management, advertising, retailing, strategic marketing, market research, as well as business intelligence and analytics.

Explore consumer psychology and the scientific laws of brand growth.

Be guided by experts who conduct world-class research at the Ehrenberg-Bass Institute for Marketing Science and advise global brands like P&G, Nestlé and ESPN.

Combine creative thinking with data analysis to create marketing strategies that achieve organisational goals.

Study with a global leader in brand management research.

*(AFR BOSS Magazine, April 2018 – League of Scholars)*

Graduate with a degree evaluated and accredited by the Australian Marketing Institute (AMI).

## CAREERS

Marketing coordinator / marketing manager / campaign manager / fundraising and development officer / marketing insight analyst / media planner / brand manager / market researcher / account manager / sales and marketing manager / digital marketer

## ALTERNATIVE PATHWAYS

Completion of online literacy and numeracy test with relevant work experience; or Foundation Studies program or Diploma in Business through UniSA College.

## DEGREE STRUCTURE

### FIRST YEAR

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

### SECOND YEAR

Consumer Behaviour  
Marketing Analytics  
Market Research  
Retailing  
Advertising  
Business Intelligence  
Entrepreneurship for Social and Market Impact  
Management and Organisation

### THIRD YEAR

Strategic Management  
Branding  
Essentials of Marketing Planning  
Integrated Marketing  
International Business Environments  
3 x Electives

## STUDENT SPOTLIGHT



**Michael Burbidge**

Marketing student  
SA

**“I fell into sales by chance – marketing is something I’ve always been interested in without realising. I’ve already been able to apply my course content and suggest alternative strategies in our sales team meetings.”**

**Initially, I wanted to study marketing to see how I could help the company out, but as I progress through my degree, I can see all the different opportunities.”**

## 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 P&G, Nestlé and ESPN.

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

ACCREDITED BY:





# Apply for our scholarships and grants

We offer a range of scholarships and grants to support students from all walks of life.

Our scholarships and grants provide financial assistance to full-time and part-time students enrolled in UniSA Online undergraduate degrees.

For more information or to check our eligibility criteria, visit [unisaonline.edu.au/scholarships](http://unisaonline.edu.au/scholarships)

## UNISA ONLINE WOMEN IN STEM GRANT RECIPIENT



**Megan Freedman**

IT and Data Analytics student  
UniSA Online Women in STEM Grant recipient  
NSW

**“Being offered this scholarship motivates me to succeed. The grant allows me the flexibility to arrange childcare for my son or take an extra day of leave at busy times.**

**Finding a degree that facilitated my move into the technology sector was a challenge. I work full-time, have a child, and a husband that travels for work – and I couldn’t find a university that offered the flexibility I needed. UniSA Online is completely online and extremely supportive of the multiple responsibilities that students have.”**





## PROGRAM FACILITATOR SPOTLIGHT

**Dr Ysabella Van Sebille**  
Program Facilitator

**“I have always been passionate about health – both personally and professionally.**

**After completing my PhD (Medicine), with research centred on gastrointestinal toxicities found in cancer treatments, I have been heavily involved in developing new online education platforms to improve teaching and learning in human biology.**

**The work I’ve done in this area, including my volunteer roles and research output, has resulted in multiple awards, including the South Australian Young Achiever of the Year in Science and Technology.**

**I’m excited to share my knowledge and expertise with the next wave of professionals in Australia through UniSA Online. Our academic team of Program Facilitators, Online Course Facilitators and Online Tutors are committed to ensuring every student is well supported to succeed in their studies.**

**As a graduate, you will come out with a well-rounded skill set that the industry is telling us they need, no matter where your career takes you.”**



# Are you eligible?

## UNDERGRADUATE ADMISSION CRITERIA

Applicants are required to meet one of the following criteria with a competitive result:

### Higher education study

- Successfully completed equivalent to a minimum of half a year of full-time study of a higher education program at a recognised higher education provider.

### Vocational Education Training (VET)

- Completed an award from a recognised training organisation at Certificate IV or above.

### Work and life experience

- Passed a UniSA Online literacy and numeracy test and have relevant work experience; or
- Completed a UniSA Foundations Studies program or equivalent; or
- Qualified for Special Entry.

### Recent secondary education

- Completed a secondary education qualification equivalent to SACE, such as an interstate year 12 or international qualification.

### Online literacy and numeracy test

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; or
- 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.

UniSA Online postgraduate students are considered domestic fee-paying students. Postgraduate students may be eligible for a FEE-HELP loan to help pay their tuition fees.

[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.

2

### Gather your relevant documents

If you're eligible, you'll receive an email outlining the entry requirements and the relevant documentation you need in order to be considered.

3

### Complete your application and send through your documents

To complete your application, you'll be asked to provide your personal details, education history, work history, and study details. You'll also need to upload your relevant documents to verify your previous study or work experience.

### KEY DATES

Application closing dates for each term can be found at  
[unisaonline.edu.au/key-dates](https://unisaonline.edu.au/key-dates)

# 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.

---

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

Financial Planning

Human Resource Management

Information Technology and Data Analytics

Management

Marketing

Nutrition and Exercise

Psychological Science and Sociology

Public Health



University of  
South Australia

# Online

*Find out more about our online degrees:*



Visit our website  
[unisaonline.edu.au](http://unisaonline.edu.au)



Call direct on  
1800 531 962



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