



University of
South Australia

Online

UnISA ONLINE STUDY GUIDE 2021/2022

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

*2020 QILT Employer Satisfaction Survey
– Overall Satisfaction Indicator*



25+
YEARS
OF EXPERIENCE
DELIVERING ONLINE
AND DISTANCE
EDUCATION



Enterprise

UniSA is one of

**AUSTRALIA'S
LARGEST ONLINE
UNIVERSITIES**

*Ranked 5th, 2019 Department of Education
and Training Data - Commencing Domestic
Bachelor Degree Students (External)*



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

*2020 THE Young University
Rankings*

**No.1
IN AUSTRALIA FOR
QUALITY
EDUCATION**

*2020 THE University
Impact 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 35,000 students across six campuses, and 6,000 students studying online, you'll join a diverse community of learners and award-winning teachers.

A MESSAGE FROM OUR VICE CHANCELLOR



UniSA is ranked in the top five universities in Australia for graduate employability*.

UniSA Online has been built on the continued evolution of our University, which since its inception, has made it possible for thousands of people in Australia and around the world to access high-quality, 100% online degrees and courses that can be studied anywhere, anytime.

We have been perfecting this for more than 30 years and have had outstanding success in offering further education to people who have jobs and families to juggle. Even amidst the pandemic which changed the way we all live, work, interact and connect with the world, those who chose to study online with us were able to keep progressing their careers without interruption.

Our online degrees have been developed from scratch – at every point we have considered how we can teach to the highest standards in an online environment and deliver an exceptional student experience, while maintaining a focus on developing the skills employers are looking for today.

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

* Ranked #4, 2020 QILT Employer Satisfaction Survey – Graduate Employability Skills Indicator
[^] 2019 Department of Education and Skills



“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
Executive Director: UniSA Online

CONTENTS

Why Study On Demand.....	8
Get support.....	10
Your online 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

WHY STUDY ON DEMAND?



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



Four start dates in January, April, June 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

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.



Glenn Meiners

UniSA Online HR graduate
HR Systems Administrator & Process
Improvement Officer, Anglicare Victoria

“Studying 100% online was really appealing, especially as I work full-time. With a busy timetable, it’s been great being able to email and live message my online academics and support staff whenever I needed.

They’ve always been extremely supportive and check in regularly. Most importantly, they understand that for a lot of students, life can get in the way and sometimes things don’t always go according to plan.

It’s fantastic knowing there are people on the other end who can relate and will do all they can to make sure you’ve got everything you need to achieve your very best.”



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 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 to find out more.



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



Professor Shane Dawson

Executive Dean, UniSA
Education Futures

“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

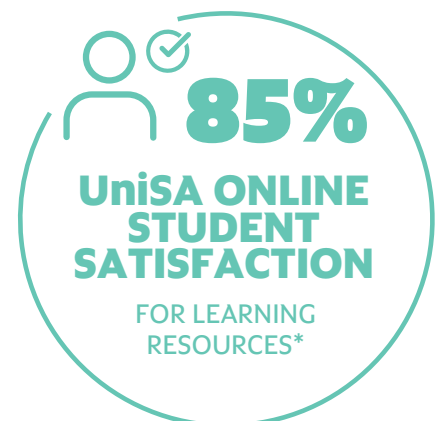
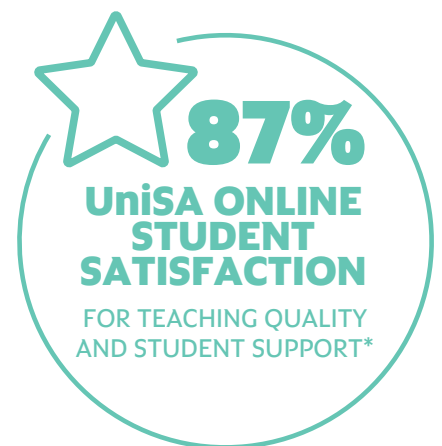
Our industry connections will enrich your online study experience. Each degree has been designed in conjunction with industry experts and is overseen by an experienced industry advisory board with a wealth of experience. Learn cutting-edge developments in your field and solve real-world problems that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



*2020 ComparED (QILT) Student Experience Survey
(Undergraduate, Domestic Students)
National average for teaching quality: 82%.
National average for student support: 77%.
National average for learning resources: 79%.

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.

TOP 5
IN AUSTRALIA FOR
GRADUATE
EMPLOYABILITY[^]



[^]Ranked #4, 2020 QILT Employer Satisfaction Survey – Graduate Employability Skills Indicator
*Based on a total of 1,027 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

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.

Learn from marketing scientists who advise global brands such as Procter & Gamble, CBS and Nestlé.

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 3x 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?

Based at 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 Procter & Gamble, CBS and Nestlé.

marketingscience.info

ACCREDITED BY:



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

APPLY TODAY

Apply direct at
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.

Gather your relevant documents

2

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

Complete your application and send through your documents

3

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

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

BUSINESS

EDUCATION AND TEACHING

ENGINEERING

HEALTH

IT

MBA

NURSING AND MIDWIFERY

Note: Some on-campus study may be required.

100% ONLINE DEGREES AND COURSES IN:

Accounting
Aged Care
Communication
Community Health
Construction Management
Criminal Justice
Digital Media
Engineering
Financial Planning
Human Resource Management
Information Technology and Data Analytics
Management
Marketing
Nutrition and Exercise
Psychological Science and Sociology
Psychology
Public Health



University of
South Australia

Online

Find out more about our online degrees:



Visit our website
unisaonline.edu.au



Call direct on
1800 531 962



Watch us on YouTube
youtube.com/UnisouthAustralia



Follow us on Facebook
facebook.com/UnISA



Follow us on Instagram
instagram.com/universitysa



Follow us on Twitter
twitter.com/universitysa