Bachelor of Business (Marketing)

This program gives you the foundational skills and knowledge to work in advertising, branding or strategic marketing roles. Learn about product development, brand management, consumer behaviour, marketing strategy, social marketing and services marketing.

In this program you will:

- Understand what drives customers, and how to develop products and campaigns that meet their needs
- Learn the strategies that underpin successful marketing in traditional and digital environments
- Build advanced critical thinking, communication and presentation skills
- Develop your portfolio with industry projects and insights
- Choose electives in social media, creative advertising, entrepreneurship, sport marketing and more

Career opportunities:

- Marketing coordinator
- Media manager
- Brand manager
- Product developer
- Public relations officer
- Social marketing specialist

for previous studies, please contact Student Central to discuss your options. Please note that some online courses may require some attendance at a USC campus to support your learning.

LOCATIONS  QTAC CODE
Sunshine Coast  012051
Moreton Bay  014141
Online  015033

MINIMUM SELECTION THRESHOLD
ATAR - 54.55 / OP - 18 / Rank - 64

DURATION
3 years full time or equivalent part time

COMMENCE
Semester 1 or Semester 2

RECOMMENDED PRIOR STUDY
English; General Maths, Maths Methods or Specialist Maths

SCHOLARSHIPS
Scholarships can give you money and other financial support to help you while you study. Find out more at usc.edu.au/scholarships.

MORE INFORMATION
Contact Student Central
information@usc.edu.au
+61 7 5430 2890

usc.edu.au/bu351

University of the Sunshine Coast | CRICOS Provider Number: 01099D | Correct as at 2 September 2020
Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.