

# Connect

business with customers

## 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

### LOCATIONS

Sunshine Coast

Moreton Bay

Caboolture

### QTAC CODE

012051

014141^

018141

### 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; Maths A, B or C

### SCHOLARSHIPS

Scholarships can give you money and other financial support to help you while you study. Find out more at [usc.edu.au/scholarships](http://usc.edu.au/scholarships).

### MORE INFORMATION

Contact Student Central  
[information@usc.edu.au](mailto:information@usc.edu.au)  
+61 7 5430 2890

[usc.edu.au/bu351](http://usc.edu.au/bu351)

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Note: Study options and semester of offer can vary depending on the study location. For full details, visit [usc.edu.au](http://usc.edu.au).



Rise, and shine.