



Careers in Marketing

Bachelor of Business (Marketing)

Will a Marketing degree give me many job options?

A unique feature of the Bachelor of Business (Marketing) is the broad range of study options available to students, including these specialisations:

- Marketing management
- Marketing communication
- Marketing research and analysis
- International marketing
- Professional services marketing
- Retail management
- Tourism
- Not for Profit marketing
- Sustainability

Students who wish to pursue a career in any of these areas can select from a range of units that offer the level of specialisation and knowledge needed in their chosen field.

The BBus(Mkt) degree program includes a compulsory sequence of ten units in marketing and a range of elective options from within marketing and other disciplines. You can take up to four of these electives from an area of marketing that you might be particularly interested in. Details of current marketing specialisation streams are outlined overleaf. The units on offer will change from time to time as the Department of Marketing embraces new and emerging areas of marketing in response to marketplace changes. You should also check at which campus a unit is offered. You do not have to choose electives that are offered at your home campus. If you are doing the BBus(Mkt) then you can choose electives from other campuses as well.

The degree program also caters for students who prefer to take a broad approach in choosing electives, rather than to specialise. You can choose a diverse series of units that you feel provides

an interesting mix. Neither approach is necessarily better than the other, but what is important is that you choose electives that you are really interested in. If that is four units from different specialisations, no problem - make your choice, and enjoy the experience. If however you are really passionate about a topic area then choose that sequence of related units. Either way, you can build a CV that closely matches your interests – a great way to start a career doing what you want to do!

To encourage a broader perspective, at least two of the nine electives in the degree must be chosen from outside the discipline of marketing. They can be chosen from any Faculty within the University and may allow a double major in your degree. What you choose should be based on your own personal interest. For example, you may choose to do elective units in Design, Psychology, Music, Mathematics, IT or many, many others – the opportunities at Monash are virtually endless. You might consider using the electives either as an opportunity to broaden yourself and try something new, or alternatively to continue building on your existing non-marketing interests.

You should always take into account the flexibility of the degree program you choose, because your interests may well change and develop as you learn more about marketing and yourself. Ask yourself how many electives there are and what your options are when choosing electives. The Bachelor of Business offers a wide range of alternatives because it is part of a broad business degree offering; we believe that it is important for our graduates to have a thorough grasp of business in general as well as marketing in particular.

Are there study alternatives outside the classroom?

There are some very popular alternatives you might want to consider.

- The **Marketing Internship Program** provides supervised practical work experience in a carefully chosen company to selected students or through the development and presentation of the annual Monash Marketing Awards for Excellence.
- There is an **Australian Marketing Study Program** which exposes students to the thinking of a range of Australia's leading marketers in their workplaces.
- We offer two **International Marketing Study Programs**. One takes students around the world and introduces them to marketing decision makers in some of the world's leading companies. The other specialises in China only and has the possibility of customisation from year to year in line with student demand.

- Many students also participate in the **Monash Abroad Program** which allows them to include study at an overseas university in their Monash degree as part of the Monash passport program.

What further options are there if I get really excited about studying marketing?

An optional fourth year of Honours study in marketing is also available to those with an interest and talent for research in marketing; many of the leading research firms only employ graduates who have completed an honours year. The Department also has a thriving community of PhD researchers that high-performing graduates can join. Further study in marketing can help you stand out even further from the crowd.

The choice is yours. We are excited by the choices we offer, and hope you find some exciting options!

Dr Colin Jevons
Program Director, BBus (Mkt)

Which elective units should I choose?

Marketing Management

A series of general electives for students who would like to keep their options broad. Students should consider these electives if they are seeking employment in marketing or product management, marketing coordination, customer or sales management, marketing planning, social media marketing, or brand management.

MKF3881 Electronic (social media) marketing
MKX2901 Green marketing
MKX2521 Brand management
MKX2531 Not for profit marketing
MKF3471 Sales management and negotiation
MKF2401 Marketing issues in packaging design
MKX3631 Marketing internship
MKF2121 Marketing research methods
MKF2131 Marketing decision analysis
MKF3511 Monash Australian marketing study program

Marketing Communication

Taking the electives listed below will help you to establish a career in advertising management, advertising research, strategic planning, brand management and sponsorship management.

MKF3881 Electronic (social media) marketing
MKX3621 Advertising management
MKX3671 Advertising campaigns
MKX2521 Brand management
MKF2401 Marketing issues in packaging design
MKX2231 Advertising media strategy (B)
MKF2131 Marketing decision analysis
MKX2241 Advertising copywriting (B)
MKX3200 Sport marketing and sponsorship

Marketing Research or Analysis

Those students wishing to pursue a career in marketing research or marketing analysis can build on

MKF2121 Marketing Research Methods by considering these electives:
MKF2131 Marketing decision analysis
ETW2111 Business data modelling (B)
ETX3231 Business forecasting
MKF3500 Survey data analysis
MKF3511 Monash Australian marketing study program
MKX3002 Enhanced research skills
MKX3631 Marketing internship

International Marketing

Ideal for students seeking careers in international trade and development, international marketing management, import/export management, international market analysis, international market development management.

MKX3445 International retailing
MKF3531 International marketing
MKF3521 International study program in marketing (two offerings; one global, one China-specific)
MKX3200 Sport marketing & sponsorship
MKW2600 Tourism marketing (B)
MKC3300 Marketing law (C)
MKF2131 Marketing decision analysis

Professional Services Marketing

Professional services are one of the fastest growing areas and increasingly many professional services firms are employing marketing managers. If this is an area that interests you then consider the following:

MKX2300 Professional services marketing (C)
MKF3301 Services marketing
MKF2401 Marketing issues in packaging design
MKF3471 Sales management and negotiation
MKF3881 Electronic (social media) marketing

Retail Management

For an exciting career in retailing such as Retail Buyer, Retail Manager, Merchandiser or Sales Manager, consider:

MKX1500 Retail management principles
MKX1501 Buying for retail markets
MKX3445 International retailing
MKF3461 Marketing communication
MKF3471 Sales management and negotiation
MKF3521 International study program in marketing (two offerings; one global, one China-specific)
MKF3511 Monash Australian marketing study program

Tourism

Tourism is one of Australia's largest sectors, for those of you wanting to find work in a Government or Regional Tourism organisation then you should take:

MKW2600 Tourism marketing (B)
MKW3881 Electronic marketing (B) (P)
MKX3621 Advertising management
MKF3511 Monash Australian marketing study program
MKF3521 International study program in marketing (two offerings; one global, one China-specific)
MKF3531 International marketing

Not for profit marketing

Not for profit marketing offers a way to extend your knowledge of commercial marketing and increase your relevance to a large number of organisations that have a different mission and vision.

MKX2531 Not for profit marketing

Sustainability

Sustainability is being introduced as a multidisciplinary specialisation in the Faculty of Business and Economics and the marketing unit to consider is:

MKX2901 Green marketing

KEY TO CAMPUSES:

Units are taught at Caulfield campus unless specified as follows: Berwick (B) Clayton (C) Peninsula (P).

Further information on each unit is available in the Undergraduate Handbook available on the Monash University website:
<http://www.monash.edu.au/pubs/handbooks>