

# MARKETING

Creating value for  
organisations



# WHY STUDY MARKETING?

Discover how the world's most valuable brands build global recognition by using marketing as a competitive advantage.

## WHAT IS MARKETING?

Marketing is the process of creating, communicating, delivering and exchanging offerings that have value for customers. It's much more than just advertising or selling. Rather, it's about connecting an organisation to its stakeholders through understanding and servicing their needs. All organisations require marketing and a marketing degree at Monash Business School blends a core business grounding with areas of specialisation. The result is you will be equipped to make marketing decisions that drive value for any organisation.

## WHERE WILL MARKETING TAKE YOU?

Whether we realise it or not, marketing touches every aspect of our daily lives. Graduates who specialise in marketing will be highly qualified to carve out a career across an unlimited number of industry sectors.

### Gain employment in a range of industries:

- > Advertising
- > Banking and Finance
- > Education
- > Government
- > Healthcare
- > Infrastructure
- > Law
- > Market Research
- > Not-for-Profits
- > Retail and Consumer Products
- > Sport and Recreation
- > Tourism

### Graduate jobs advertised typically include:

- > Brand/Product Assistant Manager
- > Campaign Analyst
- > Chain Analyst
- > Client Services Facilitator
- > Digital Marketing Coordinator
- > Digital Strategist
- > Inventory and Supply
- > Market Researcher
- > Marketing Consultant
- > Marketing Coordinator
- > Media Planner/Buyer
- > Social Media Coordinator

## WHY STUDY MARKETING AT MONASH BUSINESS SCHOOL?

Monash Business School's marketing graduates are highly regarded by industry and government and are recognised internationally. We offer one of the longest running marketing courses in Australia. For graduates, this is a significant benefit as there are thousands of marketing employers who recognise the solid business grounding our courses offer.

Our marketing courses also expose you to the latest thinking and highest quality research in areas such as branding and communications, business-to-business marketing, consumer behaviour, retailing, services, market modelling, marketing strategy and social marketing. Indeed, the latest Excellence in Research for Australia national research assessment awarded Monash the highest possible score (five stars) for its research in marketing.

Monash Business School's focus is on producing graduates who have cutting-edge knowledge and understanding of the complex issues involved in marketing exchange relationships and who are ethical citizens.

## HOW TO STUDY MARKETING?

At Monash Business School you can study to become a marketing professional with a specialist Bachelor of Marketing, or study the Marketing discipline as a major as part of a Bachelor of Business, Commerce, or Business Administration.

### Bachelor of Marketing

#### Caulfield Campus

This specialist degree will qualify you as a professional marketer and provide the know-how for making successful marketing decisions. Marketing studies are combined with a general business education to ensure that you have a broad perspective of business from which to enter and progress in your marketing career.

### Bachelor of Business – Marketing major

#### Caulfield campus

A Bachelor of Business will give you broad business skills. It covers accounting, marketing, business law, management, economics, business statistics and finance.

Studying Marketing as a major will give you background and insight into the principal activities of marketing. This knowledge will enable you to contribute to marketing decisions and respond to marketing challenges in your organisation. You will be able to understand the complexities of marketing and how it provides value to both the organisation and the consumer.

“Marketing is diverse and complex and everything from colour schemes and shelf placement to how to organise stimuli has always intrigued me. I've enjoyed studying Consumer behaviour and how advertising can be manipulated for different consumers. I've also enjoyed Marketing research analysis and using statistical tools to form conclusions.

From travel opportunities, to corporate networking events and clubs of like-minded students, the opportunities are endless. I'm the Marketing Director of the Economics Club (ESSA).

Studying a double degree in Commerce and Science will enable me to use my marketing skills in a medical and pharmaceutical context, so being a Marketing Director of a global medical company would be my dream career.”

LINA CHANG

Bachelor of Business and Science  
majoring in Marketing and Psychology



### Bachelor of Commerce – Marketing Science major

#### Clayton campus

A Bachelor of Commerce will give you an analytical and conceptual skill set. It covers leadership, innovation and policy development. Learn to use data, solve problems and make informed investment and capital-raising decisions.

By studying Marketing Science you will not only grasp deep marketing theory, but also have the capacity to analyse and solve business challenges that require marketing input. You will also be able to formulate marketing outcomes to achieve broad organisational objectives. By understanding marketing's contribution to the organisation you will be able to perform a variety of roles in any industry.

### Bachelor of Business Administration – Marketing and Communications major

#### Peninsula campus

A Bachelor of Business Administration will give you practical business skills. It covers accountancy, business administration, economics, finance, management and marketing. Learn how to manage, grow and improve how organisations operate.

The Marketing and Communications major is designed to give you the necessary theory, knowledge and skills to create, communicate and deliver marketing offerings that have value to a business' stakeholders. This knowledge will allow you to contribute to marketing decisions and to build sustainable relationships between organisations and their stakeholders.

This major equips you with presentation, analysis and teamwork skills sought by industry and provides practical experience.

### Double degrees with Monash Business School

A double degree with Monash Business School offers you a depth of knowledge by allowing you to study two disciplines from within the business school.

Through Monash Business School, you can combine a Bachelor of Marketing with a Bachelor of Business, or choose from more than 25 double degrees with a major in marketing.

### Double degrees with other faculties

A double degree with another faculty offers you a breadth of knowledge, as you study across disciplines and explore two interests.

There are 18 cross-faculty double degrees in which you can major in marketing. For more information, see Monash Business School's 2021 Undergraduate Course Guide:

[monash.edu/business/future-students/undergraduate-study-options/find-out-more](https://monash.edu/business/future-students/undergraduate-study-options/find-out-more)

## THE HIGHLIGHTS

### Internships

#### Put your study into practice in a workplace

Our marketing internships are designed to provide you with an opportunity to integrate marketing theory with business practice. You will take on projects within industry to gain real-world experience and to prepare you for your chosen career while studying. An internship allows you to gain valuable experience and accomplishments to add to your resume, as well as enhance your career and personal development.

### Global study program

#### Learn in a range of countries and environments

Monash University was one of the first universities to introduce an international study program, which recognises the importance of students having insight into international marketing decisions.

This elective unit provides industry-based learning through participation in an overseas marketing study program in either Asia or Europe with a cohort of students. The unit focuses on the marketing activities and strategies of global companies based in these locations. Senior executives provide professional and personal insights into how their businesses succeed in a global environment. Participation in a study program can be highlighted in your resume as both an academic and professional achievement, ensuring you stand out from your peers.

### Monash Marketing Students' Society

The Monash Marketing Students' Society is dedicated to hosting events that provide marketing, business and commerce students with skills in resume writing, interview techniques and opportunities to meet company representatives recruiting marketing interns or graduates. It also hosts social events.

### Monash alumni

Marketing graduates are encouraged to register with Monash Alumni when they graduate and connect with the Monash Alumni LinkedIn group. Registered alumni receive invitations to industry events hosted by the Department of Marketing to promote thought leadership and networking opportunities.

### Further study options

Monash Business School is a launching pad for the leaders, innovators and CEOs of the future. Many of our most successful graduates have studied beyond their first degree to carve out a niche, build leadership skills, change career direction, or develop the specialist skills for a senior industry role.

We offer:

- > Bachelor of Commerce (Honours) – Marketing
- > Graduate Certificate of Business
- > Graduate Diploma of Business
- > Master of Marketing
- > Master of Global Business
- > The Monash MBA
- > Doctor of Philosophy – Marketing



### Find out more

To learn more about Marketing at Monash Business School visit:

[monash.edu/business/future-students](https://monash.edu/business/future-students)

Stay connected with Monash Business School:

