

# 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	QTAC CODE
Sunshine Coast	012051
Moreton Bay	014141
Caboolture	018141
South Bank	018071

MINIMUM SELECTION THRESHOLD  
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).

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