

# Bachelor of Marketing Management/Bachelor of Communication in Advertising (235JA.1)

Please note these are the 2017 details for this course

## Domestic students

Selection rank	
Delivery mode	On campus
Location	
Duration	4.0 years
Faculty	Faculty of Business, Government & Law
Discipline	School of Arts and Communications Canberra Business School
UAC code	
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).  <a href="#">View IELTS equivalences</a>

## International students

Academic entry requirements	To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you
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meet UC's academic entry requirements, visit our [academic entry requirements page](#).

[View UC's academic entry requirements](#)

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**Delivery mode** On campus

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**Location**

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**Duration** 4.0 years

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**Faculty** Faculty of Business, Government & Law

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**Discipline** School of Arts and Communications  
Canberra Business School

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**CRICOS code** 077611C

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**English language requirements** An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

# About this course

The Bachelor of Communication in Advertising shapes and produces graduates with the skills, knowledge and creative and strategic edge needed to meet evolving challenges in the dynamic advertising and marketing communications industries. The degree addresses critical aspects of marketing communications with a particular focus on advertising, strategic brand management, media and client relationships in domestic and international national contexts. It provides students with opportunities to understand advertising in the digital communication era through the application of relevant theory, and from a practical perspective through work-integrated-learning experience and professional internships. The Bachelor of Marketing Management provides a qualification focused on all aspects of marketing as a modern profession. Areas covered include management and planning of marketing activities through various channels and a strong foundation in market research and consumer behaviour. This course is accredited by the International Advertising Association and the Media Federation of Australia.

## Professional accreditation

None.

# Admission requirements

Normal UC admission requirements to an undergraduate course.

## Additional admission requirements

Refer to individual courses.

## Assumed knowledge

Refer to individual courses.

## Periods course is open for new admissions

This course is not open for new admissions.

## Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules](#) and [university policy](#).

# Course requirements

## Bachelor of Marketing Management/Bachelor of Communication in Advertising (235JA) | 96 credit points

**Required - 90 credit points as follows**

[Expand All](#) | [Collapse All](#)

**Advertising - 39 credit points as follows**

**Major in Advertising (18cp) (MJ0227) | 18 credit points**

**Required - Must pass 9 credit points as follows**

[Agency-Client Relationships \(9018\) | 3 credit points – Level 3](#)

[Brand Management \(9118\) | 3 credit points – Level 2](#)

[Media Analysis and Buying \(9120\) | 3 credit points – Level 3](#)

**Restricted Choice - 9 credit points as follows**

**Part A - Must pass 3 credit points from the following**

[Advertising Strategy Development \(9117\) | 3 credit points – Level 2](#)

Advertising Strategy Development (9484) | 3 credit points – Level 2

**Part B - Must pass 3 credit points from the following**

Copywriting and Creative Execution (9119) | 3 credit points – Level 1

Copywriting and Creative Execution (9491) | 3 credit points – Level 1

**Part C - Must pass 3 credit points from the following**

Principles of Marketing Communication (9121) | 3 credit points – Level 1

Principles of Marketing Communication (9496) | 3 credit points – Level 1

**Major in Communication Studies (MJ0216) | 18 credit points**

**Restricted Choice - Must pass 18 credit points from the following**

Communication and Media Research (7003) | 3 credit points – Level 2

Risk, Crisis and Communication (7545) | 3 credit points – Level 3

Journalism and Political Process (8127) | 3 credit points – Level 2

Communication Technologies and Change (8131) | 3 credit points – Level 3

Communication Evolution (9020) | 3 credit points – Level 2

Digital Media Literacy (9022) | 3 credit points – Level 1

Introduction to Communication (9023) | 3 credit points – Level 1

Democracy and the Public Sphere (9310) | 3 credit points – Level 2

Law of Communication (9424) | 3 credit points – Level 2

**Required Units - Must pass 3 credit points as follows**

Advertising Project (9488) | 3 credit points – Level 3

**Marketing Management - 51 credit points as follows**

**Major in Marketing Management (Restricted) (MJ0088) | 24 credit points**

**Required - Must pass 21 credit points as follows**

Services Marketing (6366) | 3 credit points – Level 2

Marketing Management and Planning (6371) | 3 credit points – Level 2

Marketing Research Methods (6372) | 3 credit points – Level 2

Internet Marketing (6379) | 3 credit points – Level 2

International Marketing (6380) | 3 credit points – Level 2

Consumer Behaviour (6390) | 3 credit points – Level 2

Marketing Research Project (6413) | 3 credit points – Level 3

### **Restricted Choice - Must pass 3 credit points from the following**

Entrepreneurship (6349) | 3 credit points – Level 2

Creativity (6350) | 3 credit points – Level 2

Project Evaluation and Management (6353) | 3 credit points – Level 3

Strategic Management (7371) | 3 credit points – Level 3

Business and Government Internship (8036) | 3 credit points – Level 3

### **Minor in Business Foundation (MN0145) | 12 credit points**

#### **Restricted Choice - 12 credit points as follows**

##### **Part A - Must pass 3 credit points from the following**

Introduction to Management (4207) | 3 credit points – Level 1

Principles of Management (9525) | 3 credit points – Level 2

##### **Part B - Must pass 3 credit points from the following**

Accounting for Managers (5617) | 3 credit points – Level 1

Foundations of Financial Accounting (9516) | 3 credit points – Level 1

Business Decision Making (11009) | 3 credit points – Level 1

Note:

- From Semester 1 2018 unit 5617 Accounting for Managers is no longer offered. Students complete unit 11009 Business Decision Making instead.

##### **Part C - Must pass 3 credit points from the following**

Introduction to Economics (6355) | 3 credit points – Level 1

Foundations of Microeconomics (9518) | 3 credit points – Level 1

##### **Part D - Must pass 3 credit points from the following**

Introduction to Marketing (6357) | 3 credit points – Level 1

### Foundations of Marketing (9521) | 3 credit points – Level 1

Note:

- From Semester 1 2018 students not completing the major in Marketing, Marketing Management or Business Administration, may choose to complete an Open Elective unit in lieu of 6357 Intro to Marketing.

Note:

- Commerce students seeking accreditation by professional Accounting bodies or the Financial Planning Assoc must pass Intro to Economics & (Accounting for Managers or Business Decision Making).

## Required Units - Must pass 15 credit points as follows

[Introduction to Business Law \(4977\) | 3 credit points – Level 1](#)

[Information Systems in Organisations \(6348\) | 3 credit points – Level 1](#)

[Government-Business Relations \(6606\) | 3 credit points – Level 1](#)

[Problem Evaluation and Resolution \(8730\) | 3 credit points – Level 2](#)

[Problem Analysis and Statistics \(8732\) | 3 credit points – Level 1](#)

## Open Electives - 3 credit points as follows

- Internship: Students may wish to choose 9490 Communication Internship as one of their electives.

- Unit Levels: In selecting electives students should note that no more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 3 credit points from anywhere in the University.

## Restricted Choice - Must pass 3 credit points from the following

- From Semester 1, 2015 9799 Foundations of Professional Planning replaces 9437 Foundations of Research & Creative Inquiry. Students who have not previously passed 9437 are now required to pass 9799.

[Foundations of Research and Creative Inquiry \(9437\) | 3 credit points – Level 1](#)

[Foundations of Professional Planning \(9799\) | 3 credit points – Level 1](#)

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

# Typical study pattern

UC - Canberra, Bruce

Standard Full Time, Semester 1 Commencing (2015)

## Year 1

### Semester 1

Government-Business Relations (6606)

Introduction to Communication (9023)

Introduction to Economics (6355)

Principles of Marketing Communication (9496)

### Semester 2

Copywriting and Creative Execution (9491)

Foundations of Professional Planning (9799)

Introduction to Marketing (6357)

Problem Analysis and Statistics (8732)

## Year 2

### Semester 1

Accounting for Managers (5617)

Brand Management (9118)

Communication Evolution (9020)

Problem Evaluation and Resolution (8730)

### Semester 2

Advertising Strategy Development (9484)

Communication Technologies and Change (8131)

Digital Media Literacy (9022)

Introduction to Management (4207)

## Year 3

### Semester 1

Communication and Media Research (7003)

Consumer Behaviour (6390)

Information Systems in Organisations (6348)

International Marketing (6380)

**Semester 2**

Introduction to Business Law (4977)

Law of Communication (9424)

Marketing Management and Planning (6371)

Marketing Research Methods (6372)

**Year 4**

**Semester 1**

MJ0088 Restricted Choice Unit

Agency-Client Relationships (9018)

Marketing Research Project (6413)

Media Analysis and Buying (9120)

**Semester 2**

Open Elective Unit OR 9490 Communication Internship

Advertising Project (9488)

Internet Marketing (6379)

Services Marketing (6366)

## Standard Full Time, Semester 1 Commencing (2016)

**Year 1**

**Semester 1**

Foundations of Professional Planning (9799)

Introduction to Communication (9023)

Introduction to Economics (6355)

Principles of Marketing Communication (9496)

**Semester 2**

Business Statistics (5123)

Copywriting and Creative Execution (9491)

Government-Business Relations (6606)

Introduction to Marketing (6357)



## **Year 2**

### **Semester 1**

Accounting for Managers (5617)

Brand Management (9118)

Communication Evolution (9020)

Minor in Business and Government Foundation (ISA) Restricted Choice Unit

### **Semester 2**

Advertising Strategy Development (9484)

Communication Technologies and Change (8131)

Digital Media Literacy (9022)

Introduction to Management (4207)

## **Year 3**

### **Semester 1**

Communication and Media Research (7003)

Consumer Behaviour (6390)

Information Systems in Organisations (6348)

International Marketing (6380)

### **Semester 2**

Introduction to Business Law (4977)

Law of Communication (9424)

Marketing Management and Planning (6371)

Marketing Research Methods (6372)

## **Year 4**

### **Semester 1**

Agency-Client Relationships (9018)

Marketing Research Project (6413)

Media Analysis and Buying (9120)

Strategic Management (7371)

### **Semester 2**

Advertising Project (9488)

Communication Internship (9490)

[Internet Marketing \(6379\)](#)

[Services Marketing \(6366\)](#)

# Course information

## Course duration

Standard eight semesters full-time or equivalent. Maximum twenty semesters.

## Learning outcomes

Learning outcomes	Related graduate attributes
<p>Skills - Graduates will develop: - the cognitive skills required to critically analyse, evaluate and synthesize concepts and theories acquired in one or more of the following discipline areas: Accounting, Banking &amp; Financial Services, Business Administration, Economics, Financial Planning, Human Resource Management, Information Systems, International Business, Marketing Management, Public Sector Management, or Tourism Management. This will enable students to analyse market environments in order to determine strategic options and implement effective marketing plans; - the technical and generic skills required to apply discipline-specific technologies in one or more of those discipline areas, including the ability to analyse data; - the independent learning skills needed to stay up-to-date with advances in theoretical frameworks and professional practices after graduation; - the personal skills required to provide professional advice in the discipline or disciplines they choose to study. Graduates will be able to exercise critical thinking and applied analytical skills in identifying which information is relevant to specific decisions being made. They will also be able to identify whether they have all relevant information when advising clients or management, and have the ability to succinctly request or obtain missing information; - the communication skills needed to present a clear, coherent and independent exposition of knowledge and ideas to a variety of stakeholders in written, oral or electronic media.</p>	---
<p>To provide professional subjects which are supported by broad-based foundation units to inform communication theory within the context of society and consumerism.</p>	<p>Apply concepts, principles and professional methodologies to professional communication tasks. Understand the social and professional influence of advertising and marketing communications and their role in</p>

ethical practice.

To provide practical workshops which are integral to the course supported by internships to improve professional skills.

Identify problems and analyse the main features of problems relevant to their professional field Demonstrate entrepreneurial skills including creativity, initiative, adaptability, leadership, resourcefulness; Create and present new ideas; Express knowledge, ideas and opinions in their professional field, both orally and in written form, with confidence and clarity; Working independently and with others; Work with others as part of a group; Work sensitively and co-operatively with diverse stakeholders.

Application of knowledge and skills - Graduates of the Bachelor of Marketing Management will be able to apply the knowledge and skills acquired to a diverse range of problems that early career professionals would be expected to deal with such as the preparation of a marketing plan. As students progress through the course, they will develop the capacity to exercise their own initiative and professional judgement in an ethically responsible manner to analyse problems that are less clearly defined, more complex, and require application of concepts in a variety of disciplinary and sub-disciplinary contexts. Graduates will engage in applied research, teamwork, and negotiation skills as well as the use of electronic media in a variety of setting. The use of team work will develop further these skills and develop communication skills.

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To provide the option to include an additional major or undertake a four year double degree with arts, commerce, international studies and graphic design, or in combination with an undergraduate diploma in languages.

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To provide students with a thorough understanding of the nature and functions of contemporary advertising and marketing communications.

Communicate and present arguments and ideas effectively Select and use appropriate information and communication technology for analysis and enquiry.

To provide electives in social science, humanities, business or creative arts.	Comprehend socio-economic, cultural, political, ethical and legal contexts in which they will practise their specialisation.
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Purpose - Graduates of the Bachelor of Marketing Management will have acquired in-depth disciplinary knowledge and a cohesive set of cognitive, technical and generic skills in one or more of the following areas: Accounting, Banking & Financial Services, Business Administration, Economics, Entrepreneurship, Financial Planning, Human Resource Management, Information Systems, International Business, Marketing Management, Public Sector Management, or Tourism Management. The program is designed to produce graduates with professional attributes appropriate to their intended careers. This degree also prepares students for postgraduate studies.

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In particular student will be able: - to work independently as well as part of a team; - to use information technology effectively; - identify economic, socio, cultural and legal contexts that impact on marketing decision making; - apply concepts, principles and theories to marketing management tasks; - analyse problems and provide appropriate solutions as part of marketing research; - demonstrate skills in analysing data and information; - display a professional attitude based on social responsibility and ethics principles; - demonstrate creativity and leadership; - understand the role of marketing management in private, public and not for profit enterprises; - show social responsibility and consider sustainability in decision making.

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## Majors

- [Major in Advertising \(18cp\) \(MJ0227\)](#)
- [Major in Marketing Management \(Restricted\) \(MJ0088\)](#)
- [Minor in Business Foundation \(MN0145\)](#)
- [Major in Communication Studies \(MJ0216\)](#)

## Awards

Award	Official abbreviation
Bachelor of Marketing Management	B MktgMgt
Bachelor of Communication in Advertising	BComm Advt

## Honours

Refer to individual courses.

## Enquiries

Student category	Contact details
Prospective International Students	Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> or Phone +61 2 6201 5342
Current and Commencing Students	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email <a href="mailto:bglstudent@canberra.edu.au">bglstudent@canberra.edu.au</a>
Prospective Domestic Students	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.