

Bachelor of Marketing Management/Bachelor of Communication in Advertising (235JA.2)

Please note these are the 2018 details for this course

Domestic students

Selection rank	
Delivery mode	
Location	Bruce, Canberra
Duration	4.0 years
Faculty	Faculty of Business, Government & Law
Discipline	School of Arts and Communications Canberra Business School
UAC code	361476
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

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](#)

Delivery mode

Location Bruce, Canberra

Duration 4.0 years

Faculty Faculty of Business, Government & Law

Discipline School of Arts and Communications
Canberra Business School

CRICOS code 077611C

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 brief? A creatively challenging career in advertising.

Keen to unleash your right-brain leadership capabilities in the advertising world? This inspiring Double Degree will give you the strategic look-at-me edge you'll need to meet the challenges of the dynamic and rapidly evolving marketing communications industry.

Your advertising qualification will address the critical aspects of the industry, with a focus on the fundamentals of brand management, digital communication and the importance of media and client relationships, and your marketing management studies will cover accounting, market research, consumer behaviour and business law.

Gain a practical perspective via workshops, on-the-job learning or a professional internship, mix and match electives in the business or creative arts streams, or combine your Double Degree with an Undergraduate Diploma (how about in languages?) to up the global impression factor!

Combine a Bachelor of Marketing Management / Bachelor of Communication in Advertising at UC and you will:

- gain a thorough understanding of the nature and functions of contemporary advertising and marketing communications
- acquire an in-depth disciplinary knowledge and a cohesive set of skills in a range of disciplines
- gain the cognitive skills required to critically analyse, evaluate and synthesize concepts and theories
- develop the capacity to exercise your own initiative and professional judgement in an ethically responsible manner
- engage in research, teamwork, negotiation skills and the use of electronic media
- demonstrate creativity and leadership and understand the role of marketing management in private, public and not-for-profit enterprises
- show social responsibility and sustainability in decision making.

Work-integrated learning

In this course, you can undertake a workplace internship as part of the Faculty of Business, Government and Laws' commitment to supporting work-integrated learning, which will enhance your employability and ensure you're armed with the right mix of skills and knowledge to take a super-confident leap into your future career.

Career opportunities

Opportunities exist for Bachelor of Marketing Management / Bachelor of Communication in Advertising graduates in the advertising, government, not-for-profit and public and private enterprise sectors, including as a:

- Advertising Account Executive
- Advertising/Marketing Manager
- Brand/Product Manager
- Communication Strategist/Planner
- Copywriter
- Direct Marketing Coordinator
- Fundraising Officer
- Media Buyer
- Marketing Communication Coordinator
- Marketing/Media Analyst
- Promotion Coordinator
- Social Media Coordinator
- Sponsorship Coordinator
- Sales Coordinator.

Course specific information

Applicants must meet normal university requirements for admission to an undergraduate degree course.

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 - 93 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 - 54 credit points as follows

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).

Minor in Business & Government Foundation (MGT) (MN0205) | 12 credit points

Required - Must pass 3 credit points as follows

Business Research Methods (9522) | 3 credit points — Level 1

Restricted Choice - 9 credit points as follows

Part A - Must pass 3 credit points from the following

Government-Business Relations (6606) | 3 credit points – Level 1

Introduction to Politics and Government (8296) | 3 credit points – Level 1

Note:

- From 2018 students should take unit 8296 Introduction to Politics & Government instead of unit 6606. Students who are already required to take 8296 in their course may select an Open Elective instead.

Part B - Must pass 3 credit points from the following

Foundations of Professional Planning (9799) | 3 credit points – Level 1

Professional Orientation (Business) (11011) | 3 credit points – Level 1

Note:

- From 2018 students complete unit 11011 Professional Orientation (Business) in lieu of unit 9799.

Part C - Must pass 3 credit points from the following

Sociology of Technology and Work (7087) | 3 credit points – Level 2

Climate Change and Sustainable Business Futures (9469) | 3 credit points – Level 2

Management Communication (9527) | 3 credit points – Level 2

Business and Management Internship (9598) | 3 credit points – Level 3

Event and Tourism Internship (9599) | 3 credit points – Level 3

Sales and Marketing Internship (9601) | 3 credit points – Level 3

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

Required - Must pass 24 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

[Strategic Management \(7371\) | 3 credit points – Level 3](#)

Restricted Choice Units - Must pass 6 credit points from the following

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

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

[Business Law \(11220\) | 3 credit points – Level 2](#)

- 1. From Semester 1 2018 unit 11220 Business Law replaces 4977 Introduction to Business Law. Students in this course may choose to complete an Open Elective unit instead.
- 2. From Semester 1 2018 students may choose to complete an Open Elective unit in lieu of 6348 Information Systems in Organisations.

Open Electives - 3 credit points as follows

- Internship: Students may wish to choose 10115 Industry & Community Engagement (Internships) as an elective.
- 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.

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

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 Research Methods \(9522\)](#)

[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 and Media Research \(7003\)](#)

[MN0205 Restricted Choice Part C Unit](#)

[MN0205 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 Evolution \(9020\)](#)

[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 \(9488\)](#)

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

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

Open Elective Unit OR Industry & Community Engagement (Internships) (10115)

Standard Full Time, Semester 1 Commencing (from 2018)

Year 1

Semester 1

[Introduction to Communication \(9023\)](#)

[Introduction to Economics \(6355\)](#)

[Principles of Marketing Communication \(9496\)](#)

[Professional Orientation \(Business\) \(11011\)](#)

Semester 2

[Business Research Methods \(9522\)](#)

[Copywriting and Creative Execution \(9491\)](#)

[Introduction to Politics and Government \(8296\)](#)

Introduction to Marketing (6357) or an Open Elective unit

Year 2

Semester 1

[Brand Management \(9118\)](#)

[Business Decision Making \(11009\)](#)

[Communication and Media Research \(7003\)](#)

MN0205 Restricted Choice Unit

MN0205 Restricted Choice Part C 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 Evolution (9020)

Consumer Behaviour (6390)

International Marketing (6380)

Semester 2

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)

Internet Marketing (6379)

Services Marketing (6366)

Open Elective Unit OR Industry & Community Engagement (Internships) (10115)

Course information

Course duration

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

Learning outcomes

Learning outcomes

Related graduate attributes

<p>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.</p>	---
<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 & 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>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.</p>	---

<p>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.</p>	<p>---</p>
<p>To provide students with a thorough understanding of the nature and functions of contemporary advertising and marketing communications.</p>	<p>Communicate and present arguments and ideas effectively Select and use appropriate information and communication technology for analysis and enquiry.</p>
<p>To provide practical workshops which are integral to the course supported by internships to improve professional skills.</p>	<p>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.</p>
<p>To provide electives in social science, humanities, business or creative arts.</p>	<p>Comprehend socio-economic, cultural, political, ethical and legal contexts in which they will practise their specialisation.</p>
<p>To provide professional subjects which are supported by broad-based foundation units</p>	<p>Apply concepts, principles and</p>

to inform communication theory within the context of society and consumerism.

professional methodologies to professional communication tasks. Understand the social and professional influence of advertising and marketing communications and their role in ethical practice.

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.

Majors

- [Minor in Business & Government Foundation \(MGT\) \(MN0205\)](#)
- [Minor in Business Foundation \(MN0145\)](#)
- [Major in Marketing Management \(Restricted\) \(MJ0088\)](#)
- [Major in Communication Studies \(MJ0216\)](#)
- [Major in Advertising \(18cp\) \(MJ0227\)](#)

Awards

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

Honours

Refer to individual courses.

Alternative exits

Diploma of Business Studies, Associate Degree of Business Studies

Enquiries

Student category	Contact details
Prospective Domestic Students	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)

Prospective International
Students

Email international@canberra.edu.au 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
bglstudent@canberra.edu.au

Download your course guide



Scholarships

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[Explore Scholarships](#)

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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.