

Management and Marketing

Key transferable skills

You will obtain skills in this degree that are transferable across many career options.



COMMUNICATION



STRATEGIC THINKING



DECISION MAKING



PROBLEM SOLVING



ANALYTICAL
THINKING



TEAMWORK

Develop skills across a range of business functions, focusing on both management and marketing.

Career pathways

Graduates will be well placed to find employment in a range of roles directly or after further study. Common roles include:

- Marketing coordinator
- Project manager
- Human resource consultant
- Event coordinator
- Business development coordinator
- Management consultant
- Market research consultant
- Advertising account executive
- Tourism manager
- Office administrator
- Marketing specialist
- Risk analyst

Discipline specific/technical skills

Technical skills that you will develop as part of your course:

- Understanding of organisational behaviour
- Analysis of business and financial data
- Project management
- Market analysis
- Strategic planning and business acumen theories
- Understanding client needs
- Understanding consumer behaviour

Major employers

Potential organisations for graduates to find employment include:

- Victorian Government
- Amazon
- Oracle Corporation
- Australian Government
- Salesforce Incorporated
- Microsoft Incorporated
- Westpac Banking Corporation
- Expedia Incorporated
- Johnson & Johnson
- Woolworths Limited
- Local government
- Retail business

Source: LinkedIn Live Alumni, Burning Glass Technologies

Boost your employability



BROADEN YOUR SKILLS



CONNECT WITH INDUSTRY



MANAGE YOUR CAREER



GAIN EXPERIENCE