

# Marketing

## Key transferable skills

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



COMMUNICATION



CREATIVE THINKING



RESEARCH SKILLS



ANALYTICAL THINKING



PRESENTATION SKILLS



THE ABILITY TO PLAN

Studying marketing gives you specialised knowledge in marketing and a grounding in business. Learn about current practice and future marketing trends and understand marketing's innovative potential with subjects in digital marketing, consumer behaviour and branding.

## Career pathways

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

- Account manager
- Brand manager
- Business development manager
- Social or Health marketer
- New product planner
- Digital marketing manager
- Social media manager
- Advertising creative
- Market researcher
- Data visualiser and strategist
- E-commerce manager
- Sales executive

## Discipline specific/technical skills

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

- Customer behaviour strategies
- Digital media integration
- Brand building
- Translating data to a marketing strategy
- Assessment of product markets
- Strategic planning
- Developing sustainable marketing solutions

## Major employers

Potential organisations for graduates to find employment include:

- Victorian Department of Environment
- Victorian Government
- Woolworths Limited
- Salesforces Incorporated
- Oracle Corporation
- IBM
- Amazon
- Macquarie Group Limited
- News Corp
- Google
- Local government
- Australian Government

Source: LinkedIn Live Alumni, Burning Glass Technologies

## Boost your employability



BROADEN YOUR SKILLS



CONNECT WITH INDUSTRY



MANAGE YOUR CAREER



GAIN EXPERIENCE