



MARKETING

CREATING VALUE FOR ORGANISATIONS

Why study Marketing?

Discover how the world's most valuable brands build global recognition by using marketing to create a competitive advantage.

What is Marketing?

Marketing is the process of creating, communicating, delivering and exchanging offerings that have value for customers. It's much more than just advertising or selling. Rather, it's about connecting an organisation to its stakeholders through understanding and servicing their needs. All organisations require marketing and a marketing degree at Monash Business School blends a core business grounding with areas of specialisation.

The result is you will be equipped to make marketing decisions that drive value for any organisation.

Where will it take you?

Whether we realise it or not, marketing touches every aspect of our daily lives. Graduates who specialise in marketing will be highly qualified to carve out a career across an unlimited number of industry sectors.

Gain employment in a range of industries:

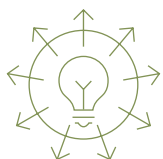
- Advertising
- Banking and finance
- Education
- Government
- Healthcare
- Infrastructure
- Law
- Market research
- Not-for-profit
- Retail and consumer products
- Sports and recreation
- Tourism

Graduate jobs advertised include:

- Brand/product assistant manager
- Campaign analyst
- Chain analyst
- Client services facilitator
- Digital marketing coordinator
- Digital strategist
- Inventory and supply
- Market researcher
- Marketing consultant
- Marketing coordinator
- Media planner/buyer
- Social media coordinator

WAYS TO STUDY MARKETING

At Monash Business School you can study to become a marketing professional with a specialist Bachelor of Marketing, or study the marketing discipline as a major as part of a Bachelor of Business, Commerce, or Business Administration.



Bachelor of Marketing

CA

This specialist degree will qualify you as a professional marketer and provide the know-how for making successful marketing decisions. Marketing studies are combined with a general business education to ensure that you have a broad perspective of business from which to enter and progress in your marketing career.

Bachelor of Business – marketing major

CA

A Bachelor of Business will give you broad business skills. It covers accounting, marketing, business law, management, economics, business statistics and finance.

Studying marketing as a major will give you background and insight into the principal activities of marketing. This knowledge will enable you to contribute to marketing decisions and respond to marketing challenges in your organisation. You will be able to understand the complexities of marketing and how it provides value to both the organisation and the consumer.

Bachelor of Commerce – marketing science major

CL

A Bachelor of Commerce will give you an analytical and conceptual skill set. It covers leadership, innovation and policy development. Learn to use data, solve problems and make informed investment and capital-raising decisions. By studying marketing science you will not only grasp deep marketing theory, but also have the capacity to analyse and solve business challenges that require marketing input.

You will also be able to formulate marketing outcomes to achieve broad organisational objectives. By understanding marketing's contribution to the organisation you will be able to perform a variety of roles in any industry.

Bachelor of Business Administration – marketing and communications major

PE

A Bachelor of Business Administration will give you practical business skills. It covers accountancy, business administration, economics, finance, management and marketing. Learn how to manage, grow and improve how organisations operate.

The marketing and communications major is designed to give you the necessary theory, knowledge and skills to create, communicate and deliver marketing offerings that have value to the stakeholders of a business. This knowledge will allow you to contribute to marketing decisions and build sustainable relationships between organisations and their stakeholders.

This major equips you with presentation, analysis and teamwork skills sought by industry and provides practical experience.

MONASH
BUSINESS SCHOOL
TOP 1%
OF BUSINESS
SCHOOLS GLOBALLY

Only 1% of business schools in the world have triple accreditation from AACSB, EQUIS and AMBA.

2022 QS World University Rankings
by subject worldwide

MONASH BUSINESS
SCHOOL RANKED
#52
IN THE WORLD
FOR BUSINESS AND
MANAGEMENT



2022 QS World University Rankings

MONASH UNIVERSITY
RANKED
#57
IN THE WORLD



WHY STUDY MARKETING AT MONASH BUSINESS SCHOOL?



Internationally recognised graduates

One of Australia's longest-running marketing courses

Monash Business School's marketing graduates are highly regarded by industry and government and are recognised internationally. We offer one of the longest running marketing courses in Australia. For graduates, this is a significant benefit as there are thousands of marketing employers who recognise the solid business grounding our courses offer.

Our marketing courses also expose you to the latest thinking and highest quality research in areas such as branding and communications, business-to-business marketing, consumer behaviour, retailing, services, market modelling, marketing strategy and social marketing.

Monash Business School's focus is on producing graduates who have cutting-edge knowledge and understanding of the complex issues involved in marketing exchange relationships and who are ethical citizens.



Integrated learning design

Experience real-life work situations and apply your knowledge

We work closely with employers to ensure you are prepared for the workforce. As a marketing student, you can complete Capstone units, based on integrated learning design, to experience real-life work situations to apply your knowledge.



Double degree options

Double degrees with Monash Business School

A double degree with Monash Business School offers you a depth of knowledge by allowing you to study two disciplines within the business school.

Through Monash Business School, you can combine a Bachelor of Marketing with a Bachelor of Business, or choose from more than 26 double degrees with a major in marketing.

Double degrees with other faculties

A double degree with another faculty offers you a breadth of knowledge as you study across disciplines and explore two interests.



Rankings and accreditation in Australia

Monash Business School is very proud to have been awarded 'triple accreditation' by three global accrediting bodies. We are one of only 97 business schools in the world – and the only institution within Victoria – to have achieved this accreditation.



STUDY HIGHLIGHTS



Internships

Put your study into practice in a workplace

Our marketing internships are designed to provide you with an opportunity to integrate marketing theory with business practice. You will take on projects within industry to gain real-world experience and to prepare you for your chosen career while studying. An internship allows you to gain valuable experience and accomplishments to add to your resume, as well as enhance your career and personal development.

Global study program

Learn in a range of countries and environments

Monash University was one of the first universities to introduce an international study program, which recognises the importance of students having insight into international marketing decisions.

This elective unit provides industry-based learning through participation in an overseas marketing study program in either Asia or Europe with a cohort of students. The unit focuses on the marketing activities and strategies of global companies based in these locations. Senior executives provide professional and personal insights into how their businesses succeed in a global environment. Participation in a study program can be highlighted in your resume as both an academic and professional achievement, ensuring you stand out from your peers.

Monash Marketing Students' Society

Test your skills on real-life business issues

The Monash Marketing Students' Society is dedicated to hosting events that provide marketing, business and commerce students with skills in resume writing, interview techniques and opportunities to meet company representatives recruiting marketing interns or graduates. It also hosts social events.

Monash alumni

Network and meet industry leaders

Marketing graduates are encouraged to register with Monash Alumni when they graduate and connect with the Monash Alumni LinkedIn group. Registered alumni receive invitations to industry events hosted by the Department of Marketing to promote thought leadership and networking opportunities.

Further study options

Monash Business School is a launching pad for the leaders, innovators and CEOs of the future. Many of our most successful graduates have studied beyond their first degrees to carve out their niches, build leadership skills, change career directions or develop specialist skills for senior industry roles. While you might be eager to get out into the workforce, a year or two of postgraduate study can give you a significant competitive advantage when you ultimately set off to build a career.

We offer:

- Bachelor of Commerce (Honours) – Marketing
- Graduate Certificate of Business
- Graduate Diploma of Business
- Master of Applied Marketing
- Master of Global Business
- The Monash MBA
- Doctor of Philosophy – Marketing

FURTHER INFORMATION



Click [here](#) to discover the options for undergraduate study in the field.

The Department of Marketing is renowned for high quality research and teaching. Click [here](#) to find out more.

Stay connected with Monash Business School

