Welcome

The University of South Australia is a young institution with an agile, innovative approach to educating tomorrow’s professionals and solving today’s challenges. As a university of enterprise, our efforts are focused on providing economic and social benefits to the nation and the world.

Formed in 1991 but built on more than 150 years of creating and applying knowledge, the University has quickly established a global reputation for the quality and creativity of its graduates and the innovative, outcomes-focused relevance of its research.

Our reputation for excellence continues to grow. The University of South Australia is Australia’s youngest university to be ranked in Times Higher Education’s top 50 of world universities under 50 years old. We’re also ranked in the top 3 per cent of the world’s highest performing institutions in the QS university rankings, one of only three Australian universities under the age of 25 to feature in that world’s best list. The University’s research was also rated at world-standard, or above in the second Excellence in Research Australia (ERA) assessment.

With almost 34,000 students in 2013, we are South Australia’s biggest university. We offer more than 400 degree programs in business, education, arts, social sciences, health sciences, information technology, engineering and the environment. Programs are designed with strong professional emphasis and in partnership with industry, and our graduate employment rates are above the national average.

At the University of South Australia, you will discover a vibrant on-campus culture and join an active and diverse student population. This blend enriches the intellectual and social life of our academic community, providing both an enhanced student experience as well as the ideal teaching and learning environment for cultivating tomorrow’s leaders and innovators.

I hope that you will consider joining us and I look forward to seeing you on campus soon.

Professor David G. Lloyd
Vice Chancellor and President
Welcome to Australia’s university of enterprise

Enterprise education incorporates the latest research, work placements, experiential learning and industry links. Our graduates are tomorrow’s leaders and innovators.

New learning centre
The Jeffrey Smart Building is our brand new learning and information hub on Hindley Street. Delivering state-of-the-art teaching and learning facilities and support, this building will transform the west end of the city and enhance the community with a vibrant student population.

The IDEAS university
Our spirit of enterprise begins with nurturing ideas. From concept, to development and into reality we are behind bringing ideas to life through new industry partnerships and engaged research.

Examples include:

- **Global IT partnership** — teaming with Global IT giant Hewlett Packard, in a first for any Australian university, to open a new HP Innovation and Collaboration Centre.
- **Hills Limited innovation partnership** — a new partnership with the State Government and Flinders University set to put South Australia at the forefront of innovative product design and technology expertise for a wide range of industries.
- **SciCEd** — plans to launch Australia’s newest interactive public science space and inspiring young people to study Science, Technology, Engineering and Mathematics (STEM).
- **Honorary Doctorates** — awarding an Honorary Doctorate to Major General Charles Bolden Jr, administrator of the National Aeronautics and Space Administration (NASA) and inspirational champion for education equity and access. We have also acknowledged winemaker and business leader **Wolf Blass AM** and leading feminist, editor and publisher **Anne Summers**.
The CONNECTED university

Our connections stretch across the world, through our city and into our student community.

> Our world — a worldwide network of 177,000 alumni supported by formal networks in Hong Kong, Singapore, Malaysia, Taiwan and the United Kingdom.
> Our community — helping to build stronger local communities through the support of local community and industry groups. We also sponsor many of Adelaide’s cultural highlights including: the Tour Down Under, WOMAD, the Festival of Arts, the Australian HPV Super Series and Head of the River.
> Our students — we remain connected to the needs of our students through the University of South Australia Students’ Association (USASA) and support their journey from start to finish with a warm welcome at orientation, modern facilities, and opportunities to create lasting memories and build lifelong friendships.

The university of enterprise

unisa.edu.au/profile

The SOLUTIONS university

Harnessing our spirit of creativity as well as the excellence of our research we seek out innovative solutions to the challenges of the future.

Our capacity to deliver innovative and effective solutions is enhanced by:

> Excellent research performance - quality research that is ranked world-class or above in the 2012 Excellence in Research Australia results. We are also amongst the world’s top three per cent in the QS World University Rankings.
> Flagship research institutes and centres — seven research institutes and 17 supported research centres, all supplying fundamental advances in knowledge to address the changing needs of our world.
> Cutting-edge research facilities — purpose-built laboratories including industry-standard cleanrooms for cell therapy research and more.

We are also boosting our capability to provide solutions to existing and emerging health issues through a presence in the southern hemisphere’s largest health and biomedical research precinct with the:

> School of Population Health — co-location of an entire school in the South Australian Health and Medical Research Institute (SAHMRI) to undertake research into the health and wellbeing challenges within growing populations.
> Centre for Cancer Biology — a new alliance with the Centre for Cancer Biology which will lead vital new research into leukaemia.

Keep up-to-date with our latest news at
unisa.edu.au/news

91% of our graduates going on to full-time work are employed in a professional occupation within four months of completing their degree

Graduate Destinations Survey

TOP 50 worldwide

2013 Times Higher Education (THE) 100 Under 50
2013 QS University Rankings Top 50 under 50

86% of our research at or above world-class

The Australian Research Council’s 2012 Excellence in Research for Australia (ERA)
Marketing

The most up-to-date knowledge, taught by globally-renowned marketing experts. Study marketing at the UniSA Business School and graduate with everything you need to kick-start your career.

The only School of Marketing

UniSA is the only university in South Australia with a School dedicated to teaching marketing. Each year, we award more marketing degrees than any other university in the state which means our graduates have a strong alumni network with great connections to industry.

Our teaching staff includes leading academics who are world-famous for their work in the field of marketing science. We use the latest academic research in our courses but also focus on practical application – a combination highly sought after by employers.

If you are serious about a career in marketing, we can help you achieve your goals.

Find out more online...

For more information on marketing at the University of South Australia including entry pathways, student case studies and more visit:

unisa.edu.au/marketing
Leading marketing research institutes

The School of Marketing at the UniSA Business School hosts the world-renowned Ehrenberg-Bass Institute as well as the newly-formed Institute for Choice. The Institute for Choice, is based in Sydney and aims to provide unparalleled insight into human choice behaviour and how it affects the products we choose, the life we lead and the world we shape.

The Ehrenberg-Bass Institute’s team of researchers has been making important discoveries about marketing for more than a decade and consults with companies globally to provide meaningful solutions to marketing challenges. Its cutting-edge research is also embedded into our marketing curriculum to providing students with up-to-date industry knowledge and insights.

Practical experience while you study

We know how competitive the job market is today. So we have designed our marketing programs to make sure our graduates are ready to hit the ground running.

As well as covering the most up-to-date marketing theory, our programs have practical learning opportunities built in so that you will get hands-on experience before you graduate. We offer a range of work placement options that will help you gain professional experience, solve real marketing problems and experience working for a company.

EQUIS accredited

EQUIS – The EFMD Quality Improvement System has again recognised UniSA Business School for its excellence. 10 years and counting.
Only university in SA offering specialised marketing degrees

World-class research in Marketing, Commerce, Tourism and Services, Applied Economics, Business and Management

- The Australian Research Council’s 2012 Excellence in Research for Australia (ERA)
**Emma Nicholls**
Bachelor of Management (Marketing), Master of Business (Research)

‘I chose the UniSA Business School because it had the program I was interested in and the masters degree wasn’t offered by any other institution in Adelaide,’ says Emma. ‘The facilities were modern, the quality of staff was excellent and the opportunities presented by the unique set-up of the Ehrenberg-Bass Institute made many future career prospects possible, such as working in commercial market research or in an academic role.’

**Ehrenberg-Bass Institute for Marketing Science**

The School of Marketing at the UniSA Business School is one of Australia’s leading centres of marketing education and research and home to the Ehrenberg-Bass Institute for Marketing Science.

Funded by global corporations including CBS, Colgate-Palmolive, Coca-Cola, Procter & Gamble, Turner Broadcasting and Unilever, our students have direct access to the experts that advise some of the world’s biggest brands.

This real-world knowledge sets our graduates apart.

**The Ehrenberg Scholarship**

The Ehrenberg Scholarship is awarded annually to an outstanding first year marketing student. In addition to one year of paid fees, Ehrenberg Scholarship recipients may apply for paid, part-time work as a Research Assistant for the Ehrenberg-Bass Institute.
Bachelor of Business (Marketing)

Key features

› In third year you will complete the Integrated Marketing course, where you will work in teams to develop a strategic marketing plan for a simulated car company.
› During third year you can also apply for the Marketing Project, where you will undertake a market research project and present findings and recommendations to senior management.
› In the summer break of your second or third year you can apply for a Vacation Research Scholarship and complete a research project with the Ehrenberg-Bass Institute.

Overview

This is a specialised marketing degree. You will learn about consumer psychology, the scientific laws of brand growth, and develop the practical skills that you will need to become a marketing manager. The School of Marketing is unique because it is linked to a world-class academic research institute. The Ehrenberg-Bass Institute for Marketing Science has received international acclaim for its contribution to marketing science and is a consultant for some of the world’s biggest brands. If you choose marketing at the University of South Australia you will be taught the very latest marketing knowledge by the same marketing scientists that advise Coca-Cola, Colgate-Palmolive and Unilever. The School is also home to the Institute for Choice, who provide unparalleled insight into human choice behaviour and how it affects the products we choose, the life we lead and the world we shape. You can gain practical experience through industry placements, vacation research programs and advanced masterclasses, and the opportunity to study overseas. You also have the opportunity to study marketing with communication in the Bachelor of Marketing and Communication (DBMN) program.

Work placement opportunities

In third year you can apply for the Marketing Project, an opportunity to gain experience and meet industry contacts while working for a real business. As part of this course, you will conduct a comprehensive market research project and present your final report to senior management.

Program schedule

FIRST YEAR
First Semester (SP 1, 2 or 3)
Marketing Principles: Trading and Exchange
Communication and Information Systems in Business
Business and Society
Principles of Economics
Second Semester (SP 4, 5 or 6)
Buyer and Consumer Behaviour
Market Analysis
Professional Development in Marketing Management Principles

SECOND YEAR
First Semester (SP 1, 2 or 3)
Market Research
Advertising
Accounting for Business
Elective
Second Semester (SP 4, 5 or 6)
Foundations of Business Law
Sales and Distribution Management
Quantitative Methods for Business
Elective

THIRD YEAR
First Semester (SP 1, 2 or 3)
Brand Management
Business and Marketing Planning
Elective
Elective
Second Semester (SP 4, 5 or 6)
Integrated Marketing
Elective
Elective
Elective
Electives may include:
Tourism and Event Management courses
Finance courses
Property courses
Law courses

Our suite of core courses is being revised during 2014.

For an updated program schedule please visit unisa.edu.au/business

Key

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<tr>
<td>City West Campus</td>
<td>Full-time program duration in years</td>
<td>Part-time study available</td>
<td>External study available</td>
<td>Partial external study available</td>
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The support from academic staff was invaluable during Sarah’s time at the UniSA Business School. ‘The lecturers and tutors were fantastic during my studies and always happy to answer any questions,’ she says.

This included teachers and world-class researchers from the Ehrenberg-Bass Institute for Marketing Science. Their unique approach to teaching also allowed her to apply modern research to real case studies in the classroom. ‘They had great experience and would always back up the theory with real-life examples. These practical examples really helped me understand marketing concepts.’

Sarah has been able to carry this expertise through to her current role as Marketing and Events Manager at Minda Incorporated. ‘The theory I learnt whilst at the UniSA Business School especially helped in the early stages of my career and still helps today,’ she says. Her role as Chairperson on the Australian Marketing Institute’s Emerging Marketers Committee also means she can stay up-to-date with industry trends and share new thinking with other industry professionals.

Sarah Poppy
Marketing and Events Manager, Minda Incorporated
Bachelor of
Marketing and Communication

Key features

› As part of your program you will study complementary marketing and communication courses, preparing you for a variety of roles in both industries.
› You can choose to complete the Marketing Placement course as one of your electives so you can gain work experience while you study.
› In third year you will complete the Integrated Marketing course, where you will work in teams to develop a strategic marketing plan for a simulated car company.

Overview

This unique joint degree has been designed to develop your skills and knowledge in the interrelated disciplines of marketing and communication. You will study a range of specialised courses covering business management, strategic marketing, communications and public relations.

The degree integrates research from two University of South Australia research institutions, the Ehrenberg-Bass Institute for Marketing Science and the Hawke Research Institute. With access to the academic research from these world-class institutes, you will graduate from this unique degree with the latest knowledge in both the marketing and communications sectors.

This degree also provides opportunities for you to gain practical experience and to meet industry contacts while you are studying. Examples include industry placements, vacation research scholarships and advanced masterclasses.

Work placement opportunity

In second or third year you can undertake a marketing elective and experience an industry placement as part of our Marketing Placement course. A placement provides important work experience before you graduate, and real-world insight into the realities of marketing practice.

What will I study?

This degree covers marketing and communication subjects as well as key business management courses. In first year you will be introduced to consumer behaviour, marketing principles, communications, public relations and more. This is the information base for the second and third years where you will begin to develop specialised knowledge and skills.

You will also have the choice of a range of elective subjects which will give you the opportunity to tailor your studies to suit your personal interests and career goals. This degree will teach you to think critically, manage projects, work as part of a team, and develop your professional marketing and communication skills.

Who will employ me?

This degree will prepare you for a career in creative fields such as advertising, marketing, communications, public relations, radio, television and arts administration. As a graduate, you can seek assistant or coordinator roles and move into managerial roles as your career progresses. Senior positions include communications and marketing manager, media manager, account manager/director, or public relations and promotions manager.

Honours

Business Honours develops your abilities to undertake research and is a prestigious qualification that is recognised worldwide. Honours provides a point of distinction from your competitors and assists in advancing your career prospects as you develop high-level conceptual, written, verbal, analytical and project management skills. If your career interests are more aligned to academic research, an Honours degree can provide entry to a PhD.

Program schedule

FIRST YEAR
First Semester (SP 1, 2 or 3)
Marketing Principles: Trading and Exchange Management Principles Ideas, Innovation and Communication Communication and the Media

Second Semester (SP 4, 5 or 6)
Market Analysis Buyer and Consumer Behaviour Public Relations Theory and Practice Digital Design Essentials

SECOND YEAR
First Semester (SP 1, 2 or 3)
Advertising Foundations of Business Law Editing and Publishing Design Language in Media Arts

Second Semester (SP 4, 5 or 6)
Quantitative Methods for Business Accounting for Business Communication Research Methods Media Law and Ethics

THIRD YEAR
First Semester (SP 1, 2 or 3)
Business and Marketing Planning Marketing Elective (or Free Elective) Industry and Practice

Promotional Communication: Advertising, Publicity and Marketing

Second Semester (SP 4, 5 or 6)
Integrated Marketing
Integrated Communication Planning Communication Management in Practice Marketing Elective (or Free Elective)

Our suite of core courses for the marketing component of this program is being revised during 2014.

For an updated program schedule please visit http://unisa.edu.au/business
Combined degrees

Key features

› Studying a combined degree allows you to specialise in two fields, placing you in an excellent position to enter your chosen career.

› Complete your combined degree in four years full-time and graduate with double the opportunities in less than double the time.

› Degree combinations with other disciplines may also be available upon request.

Overview

At the University of South Australia Business School you have the opportunity to pair two single UniSA degrees to create your own combined degree program.

Combining degrees enables you to specialise in two fields, providing you with choice and flexibility and increased employer value at the start of, and throughout your career.

Our flexible program structures mean you can graduate with double the opportunities in less than double the time, and in most cases, complete your study in four years full-time (or part-time equivalent). Additional degree combinations with other disciplines may also be available on request.

As a graduate with sound knowledge and skills in multiple business disciplines, you will be highly valued by employers. At the UniSA Business School, you can select from many combined degree options in areas such as:

› Accounting
› Economics, Finance and Trade
› Finance
› Human Resource Management
› Logistics and Supply Chain Management
› Management
› Marketing
› Property
› Sport and Recreation Management
› Tourism and Event Management

Entry requirements

To apply for a combined degree, you must first apply for and enrol in a single UniSA Business School degree. On completion of 18 units of study in your single degree and satisfaction of the entry requirements, you may apply for an internal program transfer to your combined degree.

What will I study?

Over four years, you will study two bachelor degrees concurrently. Your day-to-day workload will not increase while completing a combined degree, but simply provide you with the option to complete a second specialisation by adding an extra year of study. You may also be able to design your combined degree with a bachelor program from a different discipline.

For further information please contact: Div-BUE-academic-services@unisa.edu.au

Program schedule

EXAMPLE PROGRAM SCHEDULE FOR COMBINED DEGREE: BACHELOR OF BUSINESS (MARKETING), BACHELOR OF BUSINESS (TOURISM AND EVENT MANAGEMENT)

FIRST YEAR
First Semester (SP 1, 2 or 3)
Understanding Travel and Tourism
Foundations of Event Management
Management Principles
Marketing Principles: Trading and Exchange
Second Semester (SP 4, 5 or 6)
Market Analysis
Buyer and Consumer Behaviour
Business and Society
Managing the Hospitality Experience

SECOND YEAR
First Semester (SP 1, 2 or 3)
Accounting for Business
Quantitative Methods for Business
Advertising
Conventions, Exhibitions and Business Meetings
Second Semester (SP 4, 5 or 6)
Sales and Distribution Management
Tourism and Hospitality Marketing
Professional Development in Marketing
Foundations of Business Law

THIRD YEAR
First Semester (SP 1, 2 or 3)
Accounting for Business
Principles of Economics
Food, Wine and Festival Tourism: Impacts and Development
Communication and Information Systems in Business
Second Semester (SP 4, 5 or 6)
Strategic Management
Organisational Behaviour
Elective
Elective

FOURTH YEAR
First Semester (SP 1, 2 or 3)
Brand Management
Business and Marketing Planning
Elective
Elective
Second Semester (SP 4, 5 or 6)
Integrated Marketing
Critical Issues in Tourism in the Asia Pacific Region
Policy, Planning and Development for Tourism
Elective

Our suite of core courses is being revised during 2014.

For an updated program schedule please visit ▶ unisa.edu.au/business
Entry requirements

For undergraduate bachelor degrees and associate degrees
Applicants are required to have completed the South Australian Certificate of Education (SACE) with:

- 200 subject credits (in total);
- a grade C* or higher in the Personal Learning Plan, 20 credits of literacy, 10 credits of numeracy and the Research Project at Stage 2;
- a grade C- or higher in an additional 60 credits at Stage 2;
- a competitive ATAR; and
- the fulfilment of the program’s prerequisite requirements (where applicable).

* For Stage 2 subjects a grade of C- or higher is required.

Applicants may also be eligible for entry if they have completed the program’s prerequisite requirements and have one of the following:

- Completed an interstate or overseas qualification considered by the University as equivalent to SACE.
- Completed the international Baccalaureate Diploma with a minimum score of 24 points.

Pathways
Entering your chosen program straight from high school is not the only pathway into UniSA. Applicants may also be eligible for entry through one of the following pathways:

Tertiary Transfer – completion or partial completion of a higher education program from a recognised higher education institution.

Special Entry – completion of the Special Tertiary Admissions Test (STAT). A personal competencies statement or employment experience may also be considered.

TAFE/Registered Training Organisations (RTO) – Applicants may be eligible for entry with the completion of an award from TAFE or another Registered Training Organisation at AQF Certificate IV or above. Guaranteed entry into a program is also available to applicants who have a completed qualification that meets the TAFE Preferred requirement listed in each program’s snapshot.

Open Universities Australia – completion of at least four Open Universities Australia (OUA) courses at the appropriate level.

Foundation Studies – completion of a recognised foundation studies program including the University’s Foundation Studies program.

Before applying
All applicants should check and ensure that they meet all entry and prerequisite requirements before applying. For some programs, applicants may also be required to attend an interview or present a portfolio.

For more information on entry requirements, visit unisa.edu.au/future

Participation and access
UniSA offers various programs and services to assist rural and/or socio-economically disadvantaged students, Indigenous Australians and people with a disability. For more information, contact (08) 8302 2376 or email study@unisa.edu.au

UniSA Bonus Points
For students commencing university study in 2015
UniSA Advantage is a bonus points scheme that encourages participation in education as well as rewards achievement in selected Year 12 subjects that better prepare students for university study. The scheme includes two strands – Achievement and Aspire.

Achievement bonus points will automatically be awarded if students score a C- or better in Year 12 Tertiary Admission Subjects (TAS) relevant to their intended UniSA program.

Aspire bonus points are awarded automatically to students who attend a school recognised by UniSA as under-represented at university. Students from rural and remote areas are also eligible for automatic bonus points while those students on School Card (or state equivalent), Youth Allowance and/or Health Care Card or Low Income Health Care Card who do not attend a recognised school, can apply for bonus points by downloading an application form.

For more information or to download the Aspire Application Form, visit unisa.edu.au/bonuspoints

For students commencing university study in 2016 and onwards
The three South Australian universities are replacing all existing equity and subject bonus schemes with two new bonus schemes. The new schemes will come in to operation for students studying Year 12 in 2015 who apply for entry for in 2016.

The two new schemes are the SA Universities Equity Scheme and the SA Language, Literacy and Mathematics Bonus Point Scheme.

The SA Universities Equity Scheme will provide bonuses in two ways: bonuses for all students in specified schools and bonuses for individuals experiencing disadvantage.

The SA Language, Literacy and Mathematics Bonus Point Scheme encourages students to strengthen their preparation for university studies by undertaking a language other than English, or specified English and Mathematics subjects.

Need some help? For further information, visit unisa.edu.au/bonuspoints or you can also contact Future Student Enquiries by phone (08) 8302 2376 or email study@unisa.edu.au.

Student contributions
To find out more about how you can defer your HECS-HELP student contribution or to see if you are entitled to a Commonwealth Government supported place at the University of South Australia, please visit unisa.edu.au/fees.

The contribution that applies depends on which courses you choose to study and the contribution band in which those courses are classified (see table below). The amount of your student contribution also depends on the unit value of your courses of study.

How to apply to the University of South Australia
Go to satac.edu.au

As per the Australian Government guidelines, the student contribution amounts for 2014 are:

<table>
<thead>
<tr>
<th>Band</th>
<th>Fields of study</th>
<th>Student contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Band 1</td>
<td>Humanities, behavioural science, social studies, education, clinical psychology, foreign languages, visual and performing arts, nursing.</td>
<td>$0 – $6,044</td>
</tr>
<tr>
<td>Band 2</td>
<td>Mathematics, statistics, computing, built environment, other health, allied health, science, engineering, surveying, agriculture.</td>
<td>$0 – $8,613</td>
</tr>
<tr>
<td>Band 3</td>
<td>Law, accounting, administration, economics, commerce, dentistry, medicine, veterinary science.</td>
<td>$0 – $10,085</td>
</tr>
</tbody>
</table>

Note: These amounts are for 1 EFTSL (36 units) in 2014. The student contribution amounts for 2015 will be advised by the Federal Government in October 2014, and these will be available to view via unisa.edu.au/future/fees at that time.
WHAT WILL YOU STUDY?

**Associate degree**
An award for completing a two-year (or part-time equivalent) tertiary program.

**Bachelor degree**
A program of three or more years duration (or part-time equivalent). Bachelor degree programs provide the relevant qualifications for many professions.

**Diploma**
UniSA offers a range of two-year diploma programs. Diplomas offered through UniSA College provide entry into the second year of a corresponding bachelor program in allied health, arts, business or science and technology. More information on the diplomas offered by UniSA College is available at unisa.edu.au/college. The Division of Education, Arts and Social Sciences, offers a one-year Diploma in Languages which allows students to study a language concurrently with their bachelor degree program.

**Foundation Studies**
A free, one year program with no qualifications required for entry. This program assists students to develop the skills required for successful university-level study. Upon successful completion, students can apply for entry into a degree at the University of South Australia or to enter the second year of a UniSA College diploma program.

**Graduate Certificate**
An award for completing a postgraduate program of at least six months in duration (or part-time equivalent).

**Graduate Diploma**
An award for completing a postgraduate program of at least one year in duration (or part-time equivalent).

**Honours**
An additional year of study in a bachelor degree during which students specialise in a chosen area of study. In some cases, Honours study can actually be done as part of the degree.

**Master degree**
An award for completing a postgraduate program of at least two years (or part-time equivalent).

**PhD**
Doctor of Philosophy (PhD) programs normally extend over three years (or part-time equivalent) and involve significant research work.

HOW DOES YOUR PROGRAM WORK?

**Course**
A component of study within a program (previously known as a ‘subject’).

**Major**
A set of related courses which comprises 36 units of study within a bachelor degree.

**Minor**
A set of related courses which comprises up to 18 units of study within a bachelor degree.

**Program**
Award in which you are enrolled, eg Bachelor of Arts.

**Sub-major**
A set of related courses which comprises between 19 and 35 units of study within a bachelor degree.

**Unit**
A value assigned to a course which measures the amount of work involved in that course. Full-time students normally undertake 36 units of study per year (18 units per semester).

**Free electives**
A course chosen from any on offer outside your study area, provided that individual course prerequisites are met. Free elective courses are designed to broaden your knowledge and skills beyond your professional field of study.

**Prerequisites**
SACE Stage 2 (Year 12) subjects, or equivalent qualifications required for admission into the program.

**SACE**
The South Australian Certificate of Education or a recognised equivalent qualification.

**SATA Guide**
A publication that lists every program offered by South Australian higher education institutions. The SATA Guide provides information about the selection process, includes instructions on how to apply and is available online at satac.edu.au and from newsagents Australia-wide.

**Special Entry (STAT)**
Special Tertiary Admissions Test (STAT) is an alternative entry for people who do not have any other qualifications for admission to university.

**UniSA Advantage**
UniSA Advantage is a two-tiered points scheme that awards Year 12 students with Achievement and Aspire bonus points. Eligible students will be awarded up to a total number of 9 points when they apply through SATAC. Bonus points are added to the student’s aggregate and a new UniSA ATAR is calculated. Visit unisa.edu.au/bonuspoints and list the program as your first preference, you are guaranteed a place in your selected program. Visit unisa.edu.au/preferred
Keep informed and stay in touch

At UniSA we’ve got all the tools to help you shape your career direction. Sign up to receive updates direct to your inbox. All tailored to your career interests.

You’ll be the first to receive:

> Invitations to career events and information sessions
> Exclusive work experience opportunities, such as visiting our graduates in their workplace
> An insight into life on campus from students and teachers
> The latest breaking careers and industry news

Sign up now at unisa.edu.au/mycareer

In this brochure

> Bachelor of Business (Marketing)
> Bachelor of Marketing and Communication
> Combined degrees

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Engineering
Environmental and Geospatial Sciences
Health and Medical Sciences
Law
Management and Human Resource Management
Marketing
Psychology, Social Work and Human Services
Science and Mathematics
Tourism, Sport and Events
Urban and Regional Planning
UniSA College