



University of  
South Australia

**Online**

# UnISA ONLINE STUDY GUIDE 2021/2022

**BACHELOR OF MARKETING  
AND COMMUNICATION**



# UPGRADE IN YOUR



# YOUR CAREER LUNCH BREAK

## STUDY ON DEMAND

Our 100% online, career-focused degrees give you full control and ultimate flexibility over your study. Access online student support seven days a week, plan your study to fit around your life, view learning resources 24/7, and log in to the interactive online environment anywhere, any time and on any device.

Our degrees are designed for people who lead busy lives, so we make it easy for you to engage with learning activities when it's convenient for you – even if that means studying in your lunch break.

When you study with UniSA Online, you won't just leave with a degree – you'll open up a world of exciting opportunities to advance your career or reinvent yourself in the workplace.



# Study with *Australia's University of*



RANKED IN THE  
**TOP 10**  
IN AUSTRALIA FOR  
EMPLOYER SATISFACTION

*2020 QILT Employer Satisfaction Survey  
– Overall Satisfaction Indicator*



**25+**  
**YEARS**  
OF EXPERIENCE  
DELIVERING ONLINE  
AND DISTANCE  
EDUCATION



# Enterprise

UniSA is one of

**AUSTRALIA'S  
LARGEST ONLINE  
UNIVERSITIES**

*Ranked 5th, 2019 Department of Education  
and Training Data - Commencing Domestic  
Bachelor Degree Students (External)*



**RANKED 25TH  
IN THE WORLD'S  
TOP 50 UNDER 50**

*2020 THE Young University  
Rankings*

**No.1**

**IN AUSTRALIA FOR  
QUALITY  
EDUCATION**

*2020 THE University  
Impact Rankings*



**OVERALL FIVE  
STAR RATING  
FOR EXCELLENCE**

*2019 QS Stars Ratings*

Image: The award-winning Jeffrey Smart Building at UNISA's City West campus.





# DESIGNED BY UniSA. DELIVERED BY UniSA.

**Every aspect of your UniSA Online degree is designed and delivered by UniSA's very own experienced academics and online learning experts. This differs from many other online university providers.**

As a student, you'll benefit from our academic and curriculum expertise, extensive industry connections and leading-edge research into online learning.

We collaborate, we innovate, and we're constantly implementing new ideas, solutions and strategies to improve our courses and support services so that you get the very best out of your time with us.

We exist to create exciting futures through online learning. We're 100% focused on providing the best experience and outcomes for our students.

No matter where you live or how busy your life might be, you'll engage with a team of passionate and experienced people who are committed to ensuring you have an outstanding, high-quality education.

## **BUILDING ON 25+ YEARS OF DELIVERING ONLINE AND DISTANCE EDUCATION.**

We have a long tradition of off-campus learning, establishing the UniSA Distance Education Centre more than 25 years ago. Our centre was designated as one of eight national Distance Education Centres in Australia and was one of the largest providers of distance education in the country.

UniSA Online builds on the University's history and experience, opening up more opportunities for people to earn a degree and take charge of their career.

With more than 35,000 students across six campuses, and 6,000 students studying online, you'll join a diverse community of learners and award-winning teachers.

## A MESSAGE FROM OUR VICE CHANCELLOR



UniSA is ranked in the top five universities in Australia for graduate employability\*.

UniSA Online has been built on the continued evolution of our University, which since its inception, has made it possible for thousands of people in Australia and around the world to access high-quality, 100% online degrees and courses that can be studied anywhere, anytime.

We have been perfecting this for more than 30 years and have had outstanding success in offering further education to people who have jobs and families to juggle. Even amidst the pandemic which changed the way we all live, work, interact and connect with the world, those who chose to study online with us were able to keep progressing their careers without interruption.

Our online degrees have been developed from scratch – at every point we have considered how we can teach to the highest standards in an online environment and deliver an exceptional student experience, while maintaining a focus on developing the skills employers are looking for today.

As Australia's University of Enterprise and a university that prizes our close relationships with business, industry and the professions, we are reflecting that relevance in the design of all of the UniSA Online degrees so that learning activities reflect real work environments. This is your opportunity to upgrade your career or change your future with one of Australia's largest online education providers<sup>^</sup>. I wish you all the success in the world as you take these next steps with us and enter the world of education On Demand through UniSA Online.

**Professor David G. Lloyd**  
Vice Chancellor and President

\* Ranked #4, 2020 QILT Employer Satisfaction Survey – Graduate Employability Skills Indicator  
<sup>^</sup> 2019 Department of Education and Skills



“Our degrees are designed by academic experts who have strong links to employers. This relationship ensures you’ll be equipped with the most current information needed to be successful in your career. We engage our students in innovative, quality learning experiences within a supportive environment that develops leadership skills and fosters confidence in discipline knowledge, problem solving and critical thinking.

Embarking on a university degree is an exciting milestone in life – and UniSA Online will play an important part in helping you achieve your career goals.”

**Associate Professor Barbara Parker**  
Executive Director: UniSA Online



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# Take control of your study with UniSA Online

## WHY STUDY ON DEMAND?



All assessments are **100% online**.  
No need to come onto campus



**Four start dates** in January, April, June and September



Learn in **10-week blocks**



**24/7 access** to learning resources



Online student **support services** seven days a week



All content **available before your term starts**



Fit life **around study**



**Plan your study** schedule ahead of time



**Scholarships and grants** available for eligible students

## START YOUR CREDIT CHECK

Fast-track your degree and receive credit for past study and/or work experience.

Visit [unisaonline.edu.au/credit](https://unisaonline.edu.au/credit)

## BENEFIT FROM 100% ONLINE STUDY

### Designed specifically for online learning

Learn through media-rich course material, short engaging videos, and interactive activities such as quizzes, forum posts and online face-to-face discussions. Your degree has been designed specifically for online learning to ensure you graduate with the skills and knowledge needed for your future career.

### 100% online – no need to come onto campus

Everything from your course content to weekly activities and assessments is 100% online. You'll communicate with academic staff and students via live messages, online discussion forums and email. You'll never need to set foot on campus, which is perfect if you wish to continue working while you study.

### Plan your study schedule ahead of time

All of your course content is available before your term starts. This means you can log in and have a look at your learning materials, weekly activities and assessments ahead of time. You'll have the ability to organise your study schedule and factor in family, work or life commitments in advance.

If you know you've got a busy week coming up, you can complete your course readings or assessments beforehand so you don't fall behind.

### Fit life around study

Full-time students study two courses each term. It makes earning a degree completely achievable, especially if you're working. Your degree is delivered over four terms each year. Each term runs for 10 weeks with 2-week breaks in between each term.

You'll also have the option to go part-time, or switch between the two. If you need to take a break in your study, that's an option too. We recommend speaking to your Student Adviser who can help you update your study plan and check when your courses are offered.

**STUDYING  
A DEGREE IS  
COMPLETELY  
ACHIEVABLE.**

**2 COURSES EACH TERM  
X 4 TERMS  
= FULL-TIME STUDY**





# Get support seven days a week

## OUR SERVICE COMMITMENT TO YOU

Whether you need help with assignments and referencing, or require administrative or technical support, you'll have On Demand access to a team that'll be there to support you every step of the way. As a UniSA Online student, you'll engage with people who genuinely care about helping you achieve your very best.



**Glenn Meiners**

UniSA Online HR graduate  
HR Systems Administrator & Process  
Improvement Officer, Anglicare Victoria

**“Studying 100% online was really appealing, especially as I work full-time. With a busy timetable, it’s been great being able to email and live message my online academics and support staff whenever I needed.**

**They’ve always been extremely supportive and check in regularly. Most importantly, they understand that for a lot of students, life can get in the way and sometimes things don’t always go according to plan.**

**It’s fantastic knowing there are people on the other end who can relate and will do all they can to make sure you’ve got everything you need to achieve your very best.”**



### **Lucy Andrew**

Online Course Facilitator  
Critical Approaches to  
Online Learning

**“Your success means everything to us. I love interacting with students face-to-face online and encourage students to connect with us. We’re here to get you off to the right start, provide the help you need, and we’ll be there to applaud loudly when you graduate.”**

## **HOW WE SUPPORT YOU**

### **Contact online academics seven days a week**

You'll be supported by our highly experienced academic team of Online Course Facilitators and Online Tutors. Our academics will guide you through your learning and ensure you have an outstanding, high-quality education.

They can help you with your course materials and assessments, provide feedback on your work, assist you with referencing as well as answer any other course-specific queries.

You'll be able to contact your academics via email, online discussion forums and live messages in the online learning environment. You can also communicate in real-time and chat face-to-face with your academics online.

### **Receive dedicated Student Adviser support**

Your Student Adviser will be an important part of your university experience. They can help you enrol, plan your courses, or discuss personal circumstances that may impact on your studies. They'll link you to other support services in the University and can help you schedule appointments if required.

### **Get tech support around the clock**

Our IT Help Desk is available 24/7 to provide assistance with your computer set up, student email, software requirements and other UniSA apps and student applications. You'll be able to get support no matter what time it is.

### **Access free software and resources**

Download the full Office 365 ProPlus suite, which includes full versions of programs like Word, PowerPoint, Excel, Outlook and OneNote. Along with 1Tb of personal storage that syncs with your PC or mobile device, you'll also have free access to more than 5,000 video courses on Lynda.com.

### **Check your device**

See if your device has the minimum IT requirements to study online. You'll be able to check the speed of your internet connection and see if you have the system requirements to sit online exams. The computer system test takes just a few seconds.

Visit [unisaonline.edu.au/systemtest](http://unisaonline.edu.au/systemtest) to learn more.

### **Download study resources and access other University services**

Learn useful study strategies and download materials designed to improve your study skills. Get personalised career advice and access counselling and wellbeing services, disability support, Wurringka Student Services, learning advisers, and library staff over extended hours.

Visit [unisaonline.edu.au/support](http://unisaonline.edu.au/support) to find out more.



*Our Student Adviser team can help you with study admin and non-academic related questions.*



**Professor Shane Dawson**

Executive Dean, UniSA  
Education Futures

**“UniSA is one of the leading universities in the world known for its learning analytics research. As a founding institution for the Society for Learning Analytics Research, we’ve been involved in numerous national and international projects that look at how students engage and learn in online settings. We’re continuously investigating and developing new innovations that will benefit our students’ learning experience and future employment options.”**





LEARN FROM  
EXPERIENCED  
ACADEMICS  
-with-  
INDUSTRY  
CONNECTIONS

# Your On Demand study experience

## Learn from expert academics

Passionate about online learning, our academic staff are subject-matter experts who are committed to delivering high quality and personalised support to help you thrive in your studies. They understand the unique needs of online students and will help you navigate the online course materials, resources and technology so you can get the most of out of your study experience.

## Expand your professional network from wherever you are

UniSA Online is designed to help you connect with a community of other like-minded students. Share, debate and collaborate ideas through online chat, video conferencing, and other online communication tools.

## Industry approved, quality assured

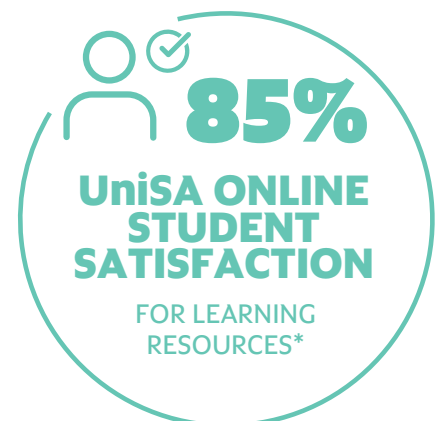
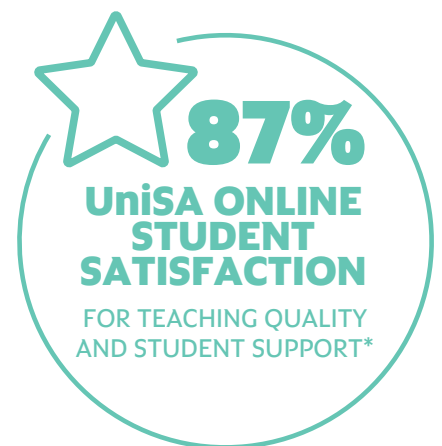
Our industry connections will enrich your online study experience. Each degree has been designed in conjunction with industry experts and is overseen by an experienced industry advisory board with a wealth of experience. Learn cutting-edge developments in your field and solve real-world problems that organisations face today.

## 24/7 interactive online environment

Our interactive online environment is a one-stop shop for all your study needs. Track your progress through the student dashboard, plan your study schedule, and stay on top of due dates for tasks and assessments. It's like your very own personal study coach.

## Learning resources at your fingertips

Access a library of more than 700,000 digital resources including e-books, videos and journal articles, right at your fingertips. If you can't find what you're after, our Ask the Library virtual service will assist you to locate, access, evaluate, use and reference a range of information resources.



\*2020 ComparED (QILT) Student Experience Survey (Undergraduate, Domestic Students)  
National average for teaching quality: 82%.  
National average for student support: 77%.  
National average for learning resources: 79%.

# Take your career to new heights

**ACCESS AN EXTENSIVE SUITE OF ONLINE RESOURCES PURPOSELY DESIGNED TO HELP BUILD YOUR EMPLOYABILITY.**

As a UniSA Online student, you'll have all the information and resources you need to make informed choices for your career. From updating your resume to writing a winning cover letter, or preparing for an upcoming interview, we'll help you put your best foot forward.

**TOP 5**  
IN AUSTRALIA FOR  
**GRADUATE**  
**EMPLOYABILITY<sup>^</sup>**



<sup>^</sup>Ranked #4, 2020 QILT Employer Satisfaction Survey – Graduate Employability Skills Indicator  
\*Based on a total of 1,027 responses from enrolled students in UniSA Online's New Student Survey



**32%**

of UniSA Online students  
**WANT TO ADVANCE**  
**THEIR CAREER**  
in their current field\*





**David Maerschel**  
UniSA Career Adviser

**“As a UniSA Online student, you’ll have access to a range of self-help career resources including our resume template builder, an interview simulator, career assessments, interactive videos and useful articles from employers, plus so much more. You can also schedule one-on-one appointments with our team of Career Advisers as well as email your resume and cover letter for review.”**

### **Get personalised career advice**

Our Career Advisers are available for online appointments if you need guidance on your career development, are looking for advice on choosing the right electives or want to develop a job search plan. We genuinely care about seeing you succeed. Our commitment to your career doesn't end once you graduate – you'll have access to career advice and support for up to 12 months after you graduate.

### **Engage with industry representatives**

Interact with people working in your profession while you're studying and build a network with students and professionals in your chosen field.

### **Search for employment opportunities**

UniSA Career Services promotes a range of employment opportunities via our online job board, UniSA CareerHub.

You'll find casual, part-time or full-time employment, graduate and vacation opportunities, internships as well as a range of Australian and international volunteering opportunities.



ACCREDITED BY:



## INDUSTRY SPOTLIGHT



**Christopher Villani**

UniSA graduate

General Manager of Marketing,  
Brand and Insights  
Foodland Supermarkets

**“I lead a team that’s responsible for Foodland’s advertising, communications, media, sponsorships, public relations, and consumer insights.**

**No two days are ever alike. One day, I might be planning the next advertising campaign and media schedule, the next I could be talking about opportunities with a new sponsor and planning point of sale material.**

**Having such a diverse skill set in both marketing and communications, while staying abreast of all the digital platforms, is pivotal to my role.”**

Bachelor of

# MARKETING AND COMMUNICATION XBMN

[unisaonline.edu.au/marketing-communication](http://unisaonline.edu.au/marketing-communication)

## DEGREE INFO

- 100% online
- 3 years full-time
- January, April, June, September
- Part-time study available
- 10-15 hours per week per course

## KEY FEATURES

Become a well-rounded marketing and communications professional with a broad skill set in social media, advertising, public relations, content creation, marketing analytics, retailing, and brand management.

Learn emerging trends in digital marketing including online advertising, mobile marketing, and customer relationship management (CRM) strategies.

Learn to write media plans, develop communication strategies, and explore areas such as corporate social responsibility, sponsorship, and crisis communication.

Gain essential skills for contemporary marketing and communication roles, no matter what industry you choose to work in.

Be guided by experts who conduct world-class research at the Ehrenberg-Bass Institute for Marketing Science and advise global brands like Procter & Gamble, CBS and Nestlé.

Study with a global leader in brand management research.

*(AFR BOSS Magazine, April 2018 – League of Scholars)*

## CAREERS

Marketing and communications officer / corporate communications adviser / marketing assistant / brand manager / campaign manager / market researcher / copywriter / media buyer / social media manager / sponsorship officer / media planner / advertising executive / digital marketer

## ALTERNATIVE PATHWAYS

Completion of online literacy and numeracy test with relevant work experience; or Foundation Studies program or Diploma in Business/ Arts through UniSA College.

## DEGREE STRUCTURE

### FIRST YEAR

Critical Approaches to Online Learning  
Introduction to Social Media  
Marketing Principles: Trading and Exchange  
Accounting for Business  
Introduction to Digital Media  
Consumer Behaviour  
Business Law  
Communication and Media

### SECOND YEAR

Marketing Analytics  
Public Relations: Theory and Practice  
Writing and Editing for Publication  
Advertising  
Media Law and Ethics  
Communication Research Methods  
Essentials of Marketing Planning  
Elective

### THIRD YEAR

Digital Marketing  
Promotional Communication: Advertising, Publicity and Marketing  
Retailing  
Design for Digital Technologies  
Communication Management in Practice  
Integrated Marketing  
Branding  
Integrated Communication Planning

# Are you eligible?

## UNDERGRADUATE ADMISSION CRITERIA

Applicants are required to meet one of the following criteria with a competitive result:

### Higher education study

- Successfully completed equivalent to a minimum of half a year of full-time study of a higher education program at a recognised higher education provider.

### Vocational Education Training (VET)

- Completed an award from a recognised training organisation at Certificate IV or above.

### Work and life experience

- Passed a UniSA Online literacy and numeracy test and have relevant work experience; or
- Completed a UniSA Foundations Studies program or equivalent; or
- Qualified for Special Entry.

### Recent secondary education

- Completed a secondary education qualification equivalent to SACE, such as an interstate year 12 or international qualification.

### Online literacy and numeracy test

In order to sit the test, you'll need to complete a UniSA Online application and provide evidence of relevant work experience.

### Residency requirements

Even though this degree is taught online, you must meet the following residency requirements:

- if you are an Australian citizen, you must be a resident in Australia for at least some of your degree to be eligible for admission; or
- if you are a Permanent Resident, permanent Humanitarian visa holder, or New Zealand citizen, you must be a resident in Australia for all of your degree to be eligible for admission.

### Fees and finance

UniSA Online undergraduate courses are Commonwealth Supported for eligible students. Commonwealth supported students are charged a portion of the cost of their higher education through a student contribution. You may be eligible to defer payment of your student contribution via Commonwealth Government's HECS-HELP loan schemes.

UniSA Online postgraduate students are considered domestic fee-paying students. Postgraduate students may be eligible for a FEE-HELP loan to help pay their tuition fees.

[unisaonline.edu.au/fees](http://unisaonline.edu.au/fees)

# APPLY TODAY

Apply direct at  
[unisaonline.edu.au](http://unisaonline.edu.au)  
or call us on 1800 531 962.

Just follow these simple steps:

### Check your eligibility

1

Take our eligibility check and answer a few short questions to see if you're eligible. You'll be given an option to continue your application, save it for later or request a call back from a Degree Adviser if you have any questions.

### Gather your relevant documents

2

If you're eligible, you'll receive an email outlining the entry requirements and the relevant documentation you need in order to be considered.

### Complete your application and send through your documents

3

To complete your application, you'll be asked to provide your personal details, education history, work history, and study details. You'll also need to upload your relevant documents to verify your previous study or work experience.

### KEY DATES

Application closing dates for each term can be found at  
[unisaonline.edu.au/key-dates](http://unisaonline.edu.au/key-dates)

# STUDY 70 OTHER FLEXIBLE ONLINE DEGREES

UniSA offers a range of other online degrees that can be studied off-campus, providing you with the flexibility to study where and when you choose. We have degrees across the following areas.

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ARTS AND SOCIAL SCIENCE

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BUSINESS

---

EDUCATION AND TEACHING

---

ENGINEERING

---

HEALTH

---

IT

---

MBA

---

NURSING AND MIDWIFERY

---

*Note: Some on-campus study may be required.*

## 100% ONLINE DEGREES AND COURSES IN:

Accounting  
Aged Care  
Communication  
Community Health  
Construction Management  
Criminal Justice  
Digital Media  
Engineering  
Financial Planning  
Human Resource Management  
Information Technology and Data Analytics  
Management  
Marketing  
Nutrition and Exercise  
Psychological Science and Sociology  
Psychology  
Public Health



University of  
South Australia

# Online

*Find out more about our online degrees:*



Visit our website  
[unisaonline.edu.au](http://unisaonline.edu.au)



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1800 531 962



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