



# BACHELOR OF BUSINESS (MARKETING)

CRICOS Course Code: 110194C

## Course Summary Details

Student	International/Domestic
Duration	3 years (9 trimesters) (Full-time)
AQF Level	AQF 7
Delivery Mode	Face to Face on campus
Delivery Location	150 High Street, Preston, Melbourne VIC 3072

## Course Overview

The Bachelor of Business (Marketing) course has been designed with significant industry and expert academic engagement to ensure that it is fit-for-purpose and addresses the needs and contemporary issues that graduates face in a changing global marketplace.

The Bachelor of Business (Marketing) course provides students with a Marketing major. Marketing can be applied to every industry domain be it service, manufacturing, private industry, government or the not for profit sector. Numerous career opportunities in fields such as communications, marketing research, branding, sales, retailing, customer service and logistics are available to graduates. The Marketing major integrates theory, practical skills and industry-based project units to create job ready graduates. Based on reports from Australian Department of Jobs and Small Business and The Quality Indicators for Learning and Teaching (QILT) there will be a steady increase in marketing-related employment in the next five years.

## Assessments

A variety of assessment configurations and tasks are utilised in the Units that make up the MIHE Bachelor of Business (Marketing). These include class tests, oral presentations, video interviews, research and business report writing, group and individual tasks. Students will receive feedback throughout the trimester that can help them to improve their academic performance. Each Unit has an early assessment task (week 3, 4) to identify students at risk and to provide appropriate support. During the trimester, assessment is distributed across the weeks for Units scheduled in that trimester and year of the course (e.g. year 1 trimester 1) to avoid too many assignments being due at the same time.

## Job Opportunities

- Communications
- Marketing Research
- Retailing
- Branding
- Sales
- Customer Service
- Logistics are available to graduates
- And Many More

