Course Information
The Bachelor of Business (Marketing Management) equips graduates with a balanced view of marketing. Through practical application of theory and concepts students develop a broad based understanding of business and marketing management, which is immediately applicable in the workplace.

The Entrepreneurship and New Venture project in the final semester exposes students to the need for innovation and change. The degree prepares students with the skills to challenge, question and invigorate their working environment, and enter the marketing management sector with confidence.

Course Structure
The Bachelor of Business (Marketing Management) consists of 24 compulsory subjects.

Semester 1
• Business Technology Management
• Business Management
• Marketing Principles
• Business Communication

Semester 2
• Professional Selling
• Marketing Information Systems
• Business Maths and Statistics
• Business Law for Marketers

Semester 3
• Advertising and Promotions Management
• Buyer Behaviour
• The Modern Economy
• Customer Relationship Management

Semester 4
• Business to Business Marketing
• Sales Management
• Accounting Principles
• Contemporary Employment Issues

Semester 5
• Marketing Research
• Interactive and Online Marketing
• Financial Decision Making
• International Business and Marketing

Semester 6
• Marketing of Services and Social Issues
• Marketing Management
• Strategic Management
• Entrepreneurship and New Venture Creation

Qualifications and Recognition
On successful completion of 24 subjects graduates of this course are eligible to receive the Bachelor of Business (Marketing Management).

Admission Requirements
• Successful completion of Year 12 level studies (or the overseas equivalent); OR
• Qualifications and/or experience acceptable to the Course Admissions Committee; AND
• English language proficiency of IELTS 6.0, ISLPR 3, TOEFL, 237 (CB) or 92 (iBT) or equivalent.

Career Opportunities
Career pathways may include Marketing and communications manager, brand manager; sales manager; marketing and events coordinator

Graduates may be employed in relevant graduate trainee programs in product development, account management, sales and marketing coordination.

Course Length
3 years full time

Opportunities for Further Study
Holmesglen provides students with the opportunity to undertake further study in an extensive range of graduate certificate programs, to enable graduates to continue their academic and career development.

Commencement Dates
February and July

Location
Chadstone campus