

Why study Marketing at La Trobe University?



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Why do I need to study Marketing at La Trobe?

- Impressive 'state of the art' education
 - Students acquire savvy, high calibre marketing skills that employers are looking for
 - Provides critical training in marketing
 - Customise their educational and professional training
 - Provides education within a multi-disciplinary business focus in the School of Management, Faculty of Law and Management
 - High quality marketing staff with professional experience and doctorates in marketing – all our high quality staff teach into the undergraduate programs
 - Professional Accreditation (MAANZ)
 - Pathways to postgraduate coursework and research degrees to enhance professional development
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Do a little Marketing – or a lot!

- At La Trobe University students can do:
 - Bachelor of Business - A minor in Marketing – new subjects!
 - Bachelor of Business - A major in Marketing – new subjects!
 - Bachelor of Business (Marketing) Degree – New from 2009!



Our Marketing Graduates

- Are in demand because of the wide range of industries and service industries which have adopted a **value-adding approach** to customers that the dedicated Bachelor of Business (Marketing) or the Bachelor of Business (major – Marketing) prepares graduates to lead




What are employers looking for?

- Looking for programs offering a rigorous, comprehensive set of knowledge with a **point of difference**.
- In response to these dynamics, our specialised Marketing courses offers modern up to date specialisation and flexibility
- Our programs offer Marketing specialisation at the degree level B Bus (Marketing) (12 subjects in Marketing) (New), as well as a Major (8 marketing subjects) and a Minor (4 marketing subjects) in a B Bus degree



What benefits will I get from doing marketing at La Trobe University?

- **Some examples:**

- **International Marketing and the International Marketing Study tour** will position students for dealing with challenges within the international markets and will further maximise career opportunities globally
 - **Marketing Practicum** supports the need for hands on application. Projects provide the students with an experience and can also be comprised as part of the student's portfolio which they can show potential employers.
 - **Marketing for Sustainability** examines the implications of consumption and (over) consumptions and approaches to sustainability in terms of new products to be developed, new ways of redeveloping existing products, packaging, distribution and transport decisions in getting products to customers
 - **Marketing Strategy** is a capstone-marketing subject building on the concepts and skills learned in other marketing subjects. The subject presents an opportunity for students to apply strategic marketing decision processes with the goals of establishing, maintaining, or improving the firm's competitive advantage – also offered **Branding and Brand Management, Electronic Marketing, Marketing Communications, Services Marketing** and **Advertising and Promotion**.
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Where will the marketing degree take students?

- Our degree prepares students for challenging, rewarding and diverse careers. Some of the marketing pathways where students can take up as a career are listed below:
 - Brand and Product Management
 - Business-to-Business Marketing
 - Distribution Channel Management
 - International Marketing Manager
 - Marketing Research
 - New Product Planning
 - Not for Profit or Social Marketing
 - Advertising and Public Relations
 - Retailing
 - Sales and Sales Management
 - Services Marketing



Any Questions????

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