Marketing

Careers Pathways (including but not limited to):

- Advertising Coordinator
- Brand Manager
- Business Development Manager
- Campaign Analyst
- Communications Advisor
- Community Programs Coordinator
- Consumer Marketing Consultant
- Corporate Communications
- Corporate Partnerships
- Customer Strategy Analyst
- Digital Marketer
- Digital Operator
- Ecommerce Marketing
- Events Manager
- Fundraising Coordinator
- Market Researcher
- Marketing Communications Consultant
- Marketing Specialist
- Marketing Strategist And Planner
- Media And Advertising Admin Coordinator
- Media Relations Coordinator
- Online Content Coordinator
- Operations Development Manager
- Partnership Broker
- Product Development
- Product Specialist
- Project Marketing Manager
- Promotions Officer
- Public Relations Coordinator
- Recruitment Officer
- Retail Marketer
- Sales Management
- SEO Specialist
- Social Media Content Officer
- Sponsorship Coordinator
- Telemarketer
- Trade Marketing Coordinator
- Visual Merchandising

Skills Requirement:

- Active learning
- Active listening
- Business & acumen
- Communication and interpersonal
- Complex problem solving
- Coordination
- Creativity
- Critical thinking
- Initiative
- Judgment and decision making
- Leadership
- Management of personnel resources
- Monitoring
- Negotiation
- Persuasion
- Public speaking
- Reading comprehension
- Service orientation
- Social perceptiveness
- Systems analysis
- Systems evaluation
- Teamwork
- Time management
- Writing

Source: joboutlook.gov.au for Advertising and Marketing Professionals

Technical:

- Capacity to design and recommend marketing strategies in a given context
- Applying marketing theories to formulate strategy analysis and formulation
- Negotiating contracts, advertising media, or products to be advertised
- Research and plan advertising campaigns
- Organize market research studies, analyse and present findings
- Develop pricing strategies for products to be marketed
- Meet with clients to present campaigns and offer advice and strategies
- Identify consumer behaviour and requirements
Professional Associations:

- Australian Marketing Institute – ami.org.au
- Marketing Association of Australia and New Zealand – marketing.org.au
- The Communications Council (incorporating former Advertising Federation of Australia) – communicationscouncil.org.au/index.aspx
- Australasian Promotion Marketing Association – apma.com
- Australian Direct Marketing Association – adma.com.au
- Australian Association of National Advertisers – aana.com.au
- Australian Interactive Media Association – aimia.com.au
- Meetings and Events Australia – mea.org.au
- International Special Events Society – Australasia – ises.org.au
- Exhibition and Event Association of Australasia – eea.com.au

Clubs & Societies:

- Commerce Student Society – cssmelbourne.com
- Women’s networking – unimelbellevate.com
- Melbourne Business School Students’ Association
- Graduate Consulting Group
- MBS Sports Club
- Student Entrepreneurs Inc. – se.org.au
- AIESEC – aiesecunimelb.org
- Students’ Association of Management and Marketing – unimelbsamm.com
- Enactus (Formerly Students in Free Enterprise), CAINZ – cainz.org

Organisations for Potential Employment (including but not limited to):

Private
Marketing and Market Research Companies:

- Andrews Group
- BDA Marketing planning
- DBM Consultants
- Geotech Information Services
- ORC International
- Quantum, Sweeney Research
- Roy Morgan Research
- Scorch
- The Rothcorp Group

Industry:

- Aldi
- Aldi
- ANZ
- BHP Billiton
- Black & Decker
- Carlton Breweries
- CBA
- Coles
- Ericsson
- Estates and Wines
- Fosters Group
- Hewlett Packard
- Hilton
- Kogan
- Leader Community News
- LEK Consulting
- Luna Park
- Malibu
- Mars
- Medibank
- Mercedes–Benz
- Mondelez International
- NAB
- Orica
- Procter & Gamble
- QBE
- QSR International
- RACV
- Reece
- Shell
- Telstra
- Toyota
- Unilever
- Westpac
- Woolworths
Public/Government Agencies:

- ACCC
- ANSTO
- Australia Communication and Media Authority
- Australia Post
- Australian War Memorial
- City of Melbourne
- City of Moonee Valley
- City of Port Phillip
- City of Stonnington
- City of Yarra
- Department of Education
- Department of Employment and Workplace Relations
- Department of Finance & Deregulation
- Department of Foreign Affairs and Trade
- Department of Transport
- Tourism Victoria
- WorkSafe Victoria

NGO/Non–for–Profit:

- Greenpeace
- Oxfam
- Relationships Australia
- RSPCA
- Southern Health
- Southern Health
- St Vincent de Paul
- The Salvation Army
- Unicef
- World Health Organisation
- World Vision
- World Vision Australia
- WWF

Salary

graduateopportunities.com/graduate-salaries
graduatecareers.com.au/research/researchreports/graduatesalaries
seek.com.au/jobs-resources
payscale.com

Graduate Information and Links

careers.unimelb.edu.au
graduatecareers.com.au
careerfaqs.com.au
gradauteopportunities.com
au.gradconnection.com
careerfaqs.com.au
lgjobs.com.au
australia.gov.au