Department of Business

MARKETING AND SO MUCH MORE

Marketing graduates have virtually unlimited career options. They are in demand in every sector of the economy. Typically their career begins as a marketing assistant and progresses through marketing, communications, brand and product management roles to the very highest levels in the private and public sector.

About the course
Marketing is about satisfying the wants and needs of customers. The study of marketing involves:
- understanding how management personnel in an organisation identify and anticipate customers’ needs, and
- organising resources to ensure that those needs are satisfied in a way that builds a long-term, mutually rewarding relationship between the customer and the organisation.

Our degrees
Single degrees at Macquarie take 3 years of full time study to complete and marketing combined with law takes 5 years.
Marketing is one of 10 majors belonging to Macquarie’s Bachelor of Commerce. Students may choose to study the BCom with a single major in Marketing or do a double major. Both options amount to the same workload and are 3 years full time.
Common areas to do a double major with Marketing are:
- Economics
- Demography

Students may also study a single major in Marketing and choose to study electives in Psychology.

Where can you go?
Every sector of the economy recruits marketing graduates. Roles are diverse and include:
- Account/relationship management
- Advertising and marketing communications consulting
- Brand management
- Direct marketing
- Market research
- Product management and new product development

Employment growth is particularly strong in consumer services, especially financial services and tourism and hospitality. Marketing qualifications are easily transportable when seeking work outside Australia. Marketing and sales represent over 6% of projected employment growth in the next two years.

June Buchanan (Lecturer)
I think Macquarie University is a great place to study. Marketing is the engine of all businesses, whether bricks and mortar, or online. Quite simply, marketing makes the (business) world go round! We’ve got lots of interesting marketing units on offer and lots of great lecturers to teach them.
One of my colleagues was previously in charge of all the marketing for Toyota and came up with lots of winning ideas, such as the famous ‘Oh What a Feeling’ advertisement. Other colleagues have lots of industry experience, which is really useful to use as examples in lectures and to provide advice to students when they ask for it. It’s a great learning environment and my colleagues and I really try and help students.
How much can you earn?

Over 77% of our final year students have found employment. A new marketing graduate may earn up to $70,000 a year with the average starting salary around $45,000. Marketing Directors have an earning potential of over $150,000 p.a.

The MyCareer Salary Centre* shows that if you're in marketing you will most likely earn more than your counterparts working in accounting, law or property. The industry is expected to be one of the biggest providers of new jobs between now and 2011.

Here are some salaries in marketing subsectors:

- Brand management $75,969
- Product management $82,100
- Market research and analysis $82,409
- Channel and segment management $94,128
- Direct marketing $72,706
- Management $100,922
- Marketing communications $73,320
- Marketing strategy $91,222
- Other general marketing $65,565


Riza Hidayat (Graduate)

BCom-Marketing
Research Production Coordinator

Recent Honours graduate Riza Hidayat, chose her Commerce – Marketing degree purely based on her instincts. "It was a bit of a daunting idea having to choose your supposed career path on the brink of just finishing high school, however, I found Business Studies to be enjoyable and liked the idea of being creative. This is what led me to the choice of marketing."

Upon completing the last year of her degree, Riza took on a marketing internship whilst working part-time and participating in extra-curricular activities. "I think it is extremely important to differentiate yourself in the marketplace, so by partaking in activities aside from your studies, it shows to prospective employers that you’re ambitious and proactive." Riza went on to do her Honours year with a research project titled ‘Factors affecting selection and perception of universities in Sydney’. Additionally she has also worked as a class tutor, research assistant and student advisor for the Business Department at Macquarie University.

Following her research-focused Honours year, Riza is currently working at Colmar Brunton as a Research Production Coordinator and pursuing a career in market research. "I feel that as a fresh graduate, Macquarie University has given me endless opportunities."