

Using Your Degree

Business - Marketing



Purpose

The following information provides career titles, employment opportunities, professional associations and links to salary information relevant to these qualifications.

This publication is prepared as a guide only. The content is based on information publicly available. Each list provides a sample only. It is not intended to be comprehensive.

Careers that can be moved into with these qualifications:

Note: further qualifications may be required for some roles.

- Account Executive
- Advertising Coordinator
- Brand Manager
- Business Analyst
- Business Development Manager
- Campaign Coordinator
- Community Relations Coordinator
- Corporate Communications Advisor
- Digital Marketing Consultant
- Electronic Commerce Manager
- Events Coordinator
- Fundraising Officer
- Market Analyst
- Market Researcher
- Market Research Interviewer
- Marketing and Communications Officer
- Marketing Coordinator
- Marketing Planner
- Marketing Programs Coordinator
- Marketing Service Manager
- Online Marketing Officer
- Product Manager
- Promotions Officer
- Public Relations Consultant
- Sales Coordinator
- Sales Representative
- Sponsorship Coordinator
- Strategic Development Manager

Potential employers of students with these qualifications:

Note: Entities listed are not to be taken as endorsements or recommendations.

Government

- apsjobs.gov.au, careers.vic.gov.au and job-directory.com.au are good starting points for information about career opportunities within the federal, state and local governments.
- Australian Bureau of Statistics abs.gov.au
- Australian Competition and Consumer Commission acc.gov.au
- Australian Securities and Investment Commission asic.gov.au
- Australian Tax Office ato.gov.au
- Department of State Development, Business and Innovation dsdbi.vic.gov.au
- Department of Employment employment.gov.au
- Department of Foreign Affairs and Trade dfat.gov.au
- Department of Human Services humanservices.gov.au
- Department of Environment, Land, Water & Planning delwp.vic.gov.au
- The Treasury treasury.gov.au
- Productivity Commission pc.gov.au

Private

- Acil Allen Consulting acilallen.com.au
- Australian Football League afl.com.au
- Australian Pharmaceutical Industries api.net.au
- Bang & Olufsen bang-olufsen.com
- BDA Marketing Planning bdamarketing.com.au
- Bauer Media Group bauer-media.com.au
- Beaton Research & Consulting beatonglobal.com
- Buchan buchanwe.com.au
- Feld Entertainment feldentertainment.com
- Fonterra fonterra.com
- Forethought Research forethought.com.au
- Foxtel foxtel.com.au
- Goldman Sachs goldmansachs.com
- Grey grey.com.au
- Haystac haystac.com.au
- Herald Sun heraldsun.com.au
- Hyder Consulting Pty Ltd hyderconsulting.com
- Icon International iconinternational.com.au
- Millward Brown millwardbrown.com
- Network Seven au.tv.yahoo.com
- Network Ten ten.com.au
- News Limited news.com.au
- NIKE news.nike.com
- Orica orica.com
- Oz Info Group ozinfo.com.au
- Pacific Brands pacificbrands.com.au
- P&G (Procter and Gamble) pg.com
- Results Direct Pty Ltd resultsdirect.com.au

- Cadbury cadbury.com.au
- Cambridge University Press cambridge.org/aus
- Canon Pty Ltd canon.com.au
- Carlton & United Breweries cub.com.au
- Chrysler chrysler.com.au
- Coffey coffey.com.au
- Commonwealth Bank commbank.com.au
- Comunicado Marketing Communications comunicado.com.au
- Deloitte deloitte.com
- Dun & Bradstreet dnb.com.au
- Energy Australia energyaustralia.com.au
- Ericsson Australia ericsson.com.au
- Exedy Australia Pty Ltd exedy.com.au
- I-view Social Research iview.com.au
- Janssen janssen.com.au
- KPMG kpmg.com/au
- Ladelle au.ladelle.com
- Leader Community Newspapers heraldsun.com.au/leader
- Lighthouse Consultant Limited lighthouseconsulting.com.au
- Math Marketing mathmarketing.com.au
- Media and Communications Services mediacomservices.com.au
- Media Moguls mediamoguls.com.au
- Merchantwise merchantwise.com
- Mighty Good Entertainment mightygoodentertainment.com
- Roy Morgan Research roymorgan.com.au
- Sensis sensis.com.au
- Simplot Australia simplot.com.au
- Social Research Centre srcentre.com.au
- Solve Communications solve.com.au
- Spark Communications sparkcomms.com.au
- Spheres Of Influence International spheresofinfluence.com.au
- Style Counsel stylecounsel.com.au
- Telstra telstra.com.au
- Torchmedia torchmedia.com.au
- Your Source yrsource.com

Not for profit

- Anglican Community Care accare.org.au
- Catholic Healthcare catholichealthcare.com.au
- Challenge Supporting Kids With Cancer challenge.org.au
- Radio 3zzz 3zzz.com.au
- Relationships Australia relationships.org.au
- Monash Health monashhealth.org
- The Lost Dogs Home dogshome.com
- The Salvation Army salvationarmy.org.au
- World Vision Australia worldvision.com.au

Professional associations relevant to these qualifications:

- Australian Association of National Advertisers aana.com.au
- Australian Direct Marketing Association (ADMA) adma.com.au
- Australian & New Zealand Marketing Academy (ANZMAC) anzmac.org
- Australian Marketing Institute ami.org.au
- Australian Market & Social Research Society (AMSRS) amsrs.com.au
- Marketing Association of Australia and New Zealand marketing.org.au
- Advertising Foundation of Australia afa.org.au

Helpful Links:

- siriuscollegcareers.com
- seek.com.au
- jobsearch.gov.au
- careerone.com.au
- mycareer.com.au
- graduatecareers.com.au
- graduateopportunities.com
- myfuture.edu.au
- prospects.ac.uk
- unigrad.com.au
- fairwork.gov.au

Salary Indicator:

Please visit these websites for the most current figures:

- Fair Work fairwork.gov.au/pay
- Graduate Careers Australia graduatecareers.com.au/research/gradjobsdollars
- Job Outlook joboutlook.gov.au