



# Bachelor of Business (MARKETING)

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## TOP 10

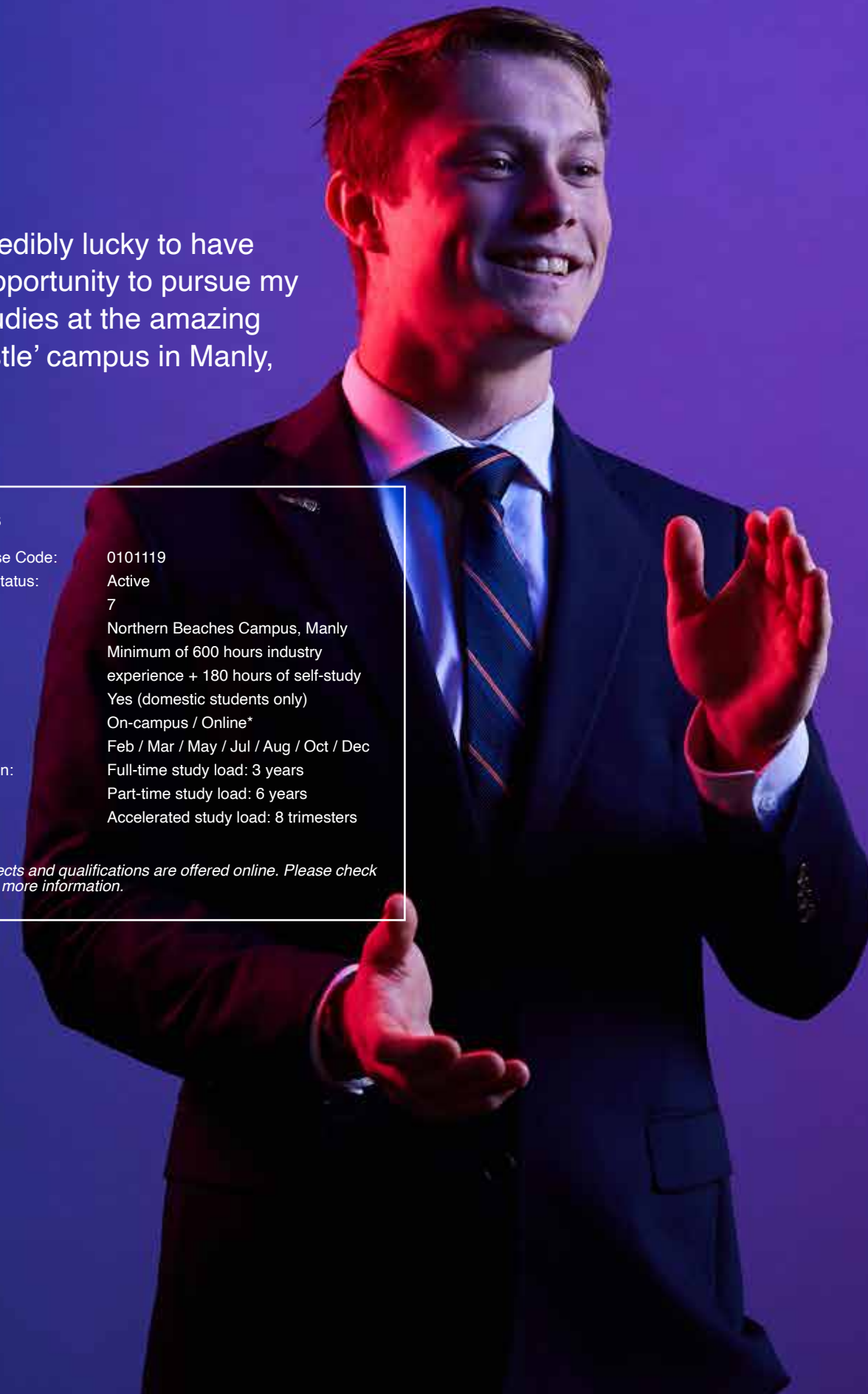
for overall employment  
in Australian Higher  
Education

*QILT Graduate Survey 2017*

A photograph of a young man, Thomas Bramley, wearing a dark suit, white shirt, and patterned tie. He is smiling and pointing upwards with his right hand. The background is a gradient of blue and purple light.

Thomas Bramley,  
**Bachelor of Business (Marketing)**

**We**  
**Mentor.** ICMS



“I feel incredibly lucky to have had the opportunity to pursue my tertiary studies at the amazing ICMS ‘castle’ campus in Manly, Australia.”

#### QUICK FACTS

CRICOS Course Code:	0101119
Accreditation Status:	Active
AQF Level:	7
Campus:	Northern Beaches Campus, Manly
WIL:	Minimum of 600 hours industry experience + 180 hours of self-study
FEE-Help:	Yes (domestic students only)
Study Mode:	On-campus / Online*
Start:	Feb / Mar / May / Jul / Aug / Oct / Dec
Course Duration:	Full-time study load: 3 years Part-time study load: 6 years Accelerated study load: 8 trimesters

*\*Selected subjects and qualifications are offered online. Please check the website for more information.*

## BACHELOR OF BUSINESS (MARKETING)

Marketing is a fast-paced and fluid industry, demanding the best of your business creativity when representing brands and influencing consumer behaviour. The Bachelor of Business (Marketing) is designed to equip you with the knowledge and acumen you need for a successful marketing career in any industry of this diverse and dynamic business sector.

Every organisation in every industry requires marketing management professionals with skills to build strong brands, launch new products, optimise operations and maximise a company's potential for profit. This is an ideal career for those who seek to understand how to attract, engage and retain customers. Good marketers are story-tellers who can create a narrative for their target market, helping them to connect with a brand on a personal level.

The Bachelor of Business (Marketing) is underpinned by core business subjects, together with specialised marketing subjects.

Marketing and business subjects are supplemented by elective subjects from a range of business areas. Your choices include electives in entrepreneurship, event management, international tourism, hospitality management and sports management. This allows you to enhance your business marketing degree with subjects that reflect your interests and ambitions.

At ICMS we believe that the best learning experience combines practical and 'real world' experience with a strong academic foundation. Work Integrated Learning (WIL) subjects are built into your degree, meaning you graduate with more than a degree – you'll graduate with real world experience – and will have gained invaluable industry connections.\*

The teaching of this course integrates the practical experience of industry specialists with a more formal academic approach, providing you with a practical perspective on today's business sector.

In your final year of the Bachelor of Business (Marketing), you will have the opportunity to participate in a 'capstone' subject, which allows you to choose a special area of focus within marketing, as a major project to test your abilities in addressing contemporary issues or problems in your area of interest.

Marketers are creative business professionals; they create a buzz and add value to any company of which they are a part. Harness your drive and use your business savvy to lead the conversation on a global or local level.

\*See page 8 for more on WIL

# A UNIQUE EXPERIENCE

You are pursuing a bachelor's or master's degree, but you still want a memorable, fun campus experience. ICMS offers everything that you'd expect from Australia's leader in career-focused higher education, and more. Alongside your academic journey, you will have the opportunity to join such as sporting teams, student clubs, enjoy modern facilities and choose from several residence options.

ICMS has two campuses; the iconic traditional sandstone Northern Beaches Campus, affectionately called the 'castle on the hill', which offers sweeping views over Manly Beach, and the new modern, vibrant and centrally-located City Campus. These spectacular locations offer a student experience that would be hard to beat anywhere in the world.



### Global Community

You will build life-long friendships and connections with students from over 55 different countries.



### Small Class Sizes

Small interactive classes mean you will develop strong relationships with fellow students and teachers.



### Industry Training (Work Integrated Learning)

Your degree includes a minimum of 600 hours real-world industry placement.



### Extra Learning & English Support

We give you every chance to succeed so you get access to personal study assistance and wellness support.



### Campus Accommodation

Choose to make the most of college life by living in student accommodation on or off campus.



### 'Castle' by the Beach

Study in the iconic 'castle on the hill' within walking distance to Manly and Shelly beach.



### City CBD Campus

Use convenient and modern campus facilities close to transport and the business centre.



### Sports, Clubs & Associations

Make friends and get involved in social and sporting activities both on and off campus.

# ICMS IS ALL ABOUT YOUR CAREER SUCCESS

## WHAT DOES SUCCESS MEAN TO YOU?

Everyone has a different idea of what success means to them. That's why we start with YOU. No matter what you study, we'll walk beside you to create a personalised educational experience to ignite your career and mentor you to professional success.

## BUSINESS LEADERSHIP IN A GLOBAL CONTEXT.

Like you, we recognise the importance of developing global professional expertise and business maturity. From professional attire to built-in Work Integrated Learning (WIL) subjects, an ICMS career-focused education positions you for leadership in a rapidly-changing world. That's one of the reasons why up to 90% of our graduates are already employed in their field when they graduate\*.

*\*Internal Graduate Survey 2018*

# BUSINESS WITH CREATIVITY

The Bachelor of Business (Marketing) has been designed to develop the following Graduate Capabilities:



### Professional Expertise

The skills and knowledge necessary to demonstrate confidence, competence and innovation in business and across disciplines.



### Agile Leadership

The capability to initiate, embrace and lead innovation and change, as well as engaging and enabling others to do so.



### Innovative Problem Solving

Initiative and enterprise skills that contribute to innovative problem solving of dynamic, real world challenges.



### Technology and Information Literacy

Up-to-date technology skills to interact and collaborate with others in a rapidly changing world, with the ability to gather and interpret relevant information in order to develop accurate judgements in an ethical and practical manner.



### Global Citizenship

The skills to work productively and collaboratively in diverse global environments and to make ethical and sustainable decisions that consider the impact on others across boundaries.



### Skilled Collaboration

The ability to work effectively within teams from diverse backgrounds, display effective leadership behaviours and effectively communicate knowledge and information to deliver measurable outcomes.



### Independent Self-management

A sense of self-awareness and self-belief to develop a personal culture of continuous self-directed learning, enabling ongoing personal and professional development.

# DEGREE STRUCTURE

In addition to facilitated theoretical subjects, experiential learning is a foundation of this course. As such it is designed to provide learners with practical work experience which is undertaken over two subjects (and two study periods) WIL201A and WIL301A. This equates to a minimum of 600 hours of industry experience and 180 hours of self-study.

Note: One study period is equivalent to one trimester of study (1 orientation week and 13 weeks of subject delivery and assessment). There are normally a minimum of two weeks holidays after each study period. The accredited full-time study load is 3 years.

## SAMPLE STUDY PATTERN

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 300 hours) - work integrated learning
	TRIMESTER 5 (13 WEEKS - 300 hours) - work integrated learning
	TRIMESTER 6 (13 WEEKS) - 4 subjects taken
3RD YEAR	TRIMESTER 7 (13 WEEKS) - 4 subjects taken
	TRIMESTER 8 (13 WEEKS) - 4 subjects taken

Note: The course information in this brochure is indicative of a sample study pattern only and is subject to change. Enrolled students will be made aware of changes to their course structure or subjects. Not all subjects are offered every trimester. The Academic Consulting Office can assist you with subject selection and structuring your course. A typical full-time study load is between 6 and 8 subjects per year (an equivalent to 24 credit points).

# SUBJECT SNAPSHOTS

## MKT103A Digital Marketing

The aim of the subject is to introduce students to emerging interactive technologies, most notably social media tools, and discuss ways in which these technologies can be exploited by businesses to more effectively serve markets. The subject investigates how marketing-related functions are changed by the potential of these technologies, and how these new technologies can become key components of the organisation's marketing efforts. Through this subject, students can discover why savvy consumers are increasingly participating in brands rather than merely receiving their messages, and explores how marketers can stoke conversations, co-create experiences and stories, and build engaging relationships with consumers.

## MKT201A Integrated Marketing Communications

In this subject, students are introduced to the role of integrated marketing communications (IMC), the use of agencies, communication aspects of advertising, planning, budgeting and decision-making, media selection and controls on communication activities using the IMC model. This is specifically directed towards promoting sales of tangible products and intangible services through bricks and mortar stores and through internet-based e-commerce sites.

## MKT301A Marketing Strategy

Strategic marketing encompasses the integration of marketing strategy elements which together are designed to secure a sustainable competitive advantage in the changing business marketplace.

This subject develops a student's ability to apply strategic marketing principles, theories and related marketing law aspects to specific problems, competitive situations and environments. The focus is on a customer-orientated approach to the marketing organisation, market definition, and market segmentation, as well as an entrepreneurial approach to strategic choice.



# REAL WORLD PROFESSIONAL PLACEMENT

All ICMS degrees include Work Integrated Learning (WIL) subjects in which students undertake a placement with an industry partner (also known as Professional Placement). Your placement is facilitated by our dedicated ICMS on-site WIL team who provide coaching and guidance throughout.

Your real-world industry experience prepares you for your future career in your chosen field of study. It allows you a unique opportunity to create a positive first impression with industry and develop strong professional and career networks; to demonstrate and further develop your real-world employability; and to fully explore your chosen industry to best inform your future career decisions.

# ABOUT WORK INTEGRATED LEARNING (WIL)

There are two stages in the ICMS WIL program:

## Pre-Placement Program

During your first year of study you will undertake a Pre-Placement Program. You will prepare a resume, attend a career workshop, practice interview techniques and gain the necessary knowledge and skills to secure a placement.

## Your Placement

Our on-site team of WIL facilitators work with over 1000 industry partners to find the right fit for you to learn the most about your future career. We find a suitable placement that is the best fit for your skills, interests and professional goals. Your professional placement could take you to a major city or regional area in Australia. You could even take up a position in an international city.

Whilst you are out on placement you can work throughout two study periods\* (including the Christmas term break), which means you could gain up to 9 months of professional placement experience before you graduate. And because this is part of your degree, international students, like domestic students, may work full-time during their placement and during term breaks.

\*One study period is equivalent to one trimester of study (1 orientation week and 13 weeks of subject delivery and assessment)



# WHERE CAN THE DEGREE TAKE YOU?

At ICMS we aim to develop agile leadership and business maturity. When you graduate with an ICMS Bachelor of Business (Marketing) you will have transferable skills, industry experience, and in-depth knowledge of business management principles in practice. This will see you ready for a career that spans industries and continents. You could work in a multinational company locally or take your skills and experience around the world.

The possible career opportunities can include but are not limited to:



## MARKETING MANAGER

Marketing Managers plan, execute and measure an array of strategies with the objective of supporting business growth. They acquire new customers and grow existing revenue streams through research, analysis and marketing campaigns. Campaigns are comprised of online marketing tactics including email marketing, social media marketing, Search Engine Optimisation (SEO), and Pay Per Click (PPC); as well as offline tactics such as print, radio and TV advertising and direct mail.

<b>4/5</b> JOB SATISFACTION*	<b>21.1%</b> PROJECTED JOB GROWTH IN FIVE YEARS*	<b>4.2/5</b> VARIETY OF WORK*	<b>4/5</b> WORK LIFE BALANCE*
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\* Marketing Manager Job Opportunities on SEEK March 2022: 4768 / \*Statistics from seek.com.au March 2022



## DIGITAL MARKETING SPECIALIST

Digital Marketing Specialists use the internet to promote goods and services. They specialise in creating marketing campaigns that target users of modern technology like computers and smartphones.

<b>4.4/5</b> JOB SATISFACTION*	<b>21.1%</b> PROJECTED JOB GROWTH IN FIVE YEARS*	<b>4.3/5</b> VARIETY OF WORK*	<b>4.5/5</b> WORK LIFE BALANCE*	<b>4/5</b> JOB SECURITY*
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\* Digital Marketing Specialist Job Opportunities on SEEK March 2022: 1920 / \*Statistics from seek.com.au March 2022



## BRAND MANAGER

Brand Managers are responsible for the public image and perception of a brand or business. They ensure that products and services are aligned to consumer demands, and develop and monitor marketing strategies including branding campaigns, sponsorship procurement, advertising campaigns, social media campaigns, and radio, print and television advertising campaigns.

<b>4.4/5</b> JOB SATISFACTION*	<b>21.1%</b> PROJECTED JOB GROWTH IN FIVE YEARS*	<b>4.1/5</b> VARIETY OF WORK*	<b>4.2/5</b> WORK LIFE BALANCE*
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\* Brand Manager Job Opportunities on SEEK March 2022: 2147 / \*Statistics from seek.com.au March 2022

# CURRICULUM SUMMARY

## THE BACHELOR OF BUSINESS (MARKETING)

The course structure comprises of 12 core subjects, 6 specialisation subjects, 6 electives and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300, as follows:

**Level 100: 6 core subjects and 2 specialisation subjects**

**Level 200: 4 core subjects, 2 elective and 2 specialisation subjects and 1 WIL subject**

**Level 300: 2 core subjects, 2 specialisation subjects, 4 elective subjects and 1 WIL subject**

All subjects are worth 3 credit points apart from the two WIL subjects which are worth 6 credit points each.

To be eligible for WIL201A Professional Placement I (WIL) a minimum of 30 credit points is required, including 24 credit points at level 100. N.B. Pre-requisites are noted at each level below.

To be awarded the Bachelor of Business (Marketing) students must complete all 26 subjects (84 credit points) as outlined below.

A typical full-time study load is between 6 and 8 subjects per year (an equivalent to 24 credit points)

Subject code	Subject name	Subject type	Pre/Co-requisites	Mode of delivery	Credit points
<b>Level 100</b>					
BUS101A	Pathway to Success	Core	None	F2F / Online	3
MGT101A	Management Solutions for a Changing World	Core	None	F2F / Online	3
MKT102A	Consumer Behaviour	Specialisation	None	F2F/ Online	3
ACC101A	Financial and Commercial Literacy	Core	None	F2F/ Online	3
MKT101A	Marketing	Core	None	F2F/ Online	3
MKT103A	Digital Marketing	Specialisation	None	F2F/ Online	3
MGT102A	Global Citizenship	Core	None	F2F/ Online	3
STA101A	Data Informed Decision Making	Core	None	F2F/ Online	3
<b>Level 200</b>					
*Course level pre-requisite: a total of 12 credit points including ACC101A, MKT101A, STA101A and MGT101A from level 100 core subjects (approximately 80% completion of level 100 core subjects) prior enrolling into level 200 core and specialisation subjects; and					
**Individual subject pre-requisite: a total of 30 credit points is required, including 24 credit points at level 100, to undertake WIL201A					
ECO201A	Economics for Managers	Core	*	F2F/ Online	3
ENT201A	Creativity & Innovation for Business	Core	*	F2F/ Online	3
LAW201A	Business Law for Managers	Core	*	F2F/ Online	3
MKT201A	Integrated Marketing Communications	Specialisation	*	F2F/ Online	3
MGT201A	Unlocking Your Leadership Potential	Core	*	F2F/ Online	3
Elective	Elective	Elective	*	F2F/ Online	3
Elective	Elective	Elective	*	F2F/ Online	3
MKT202A	Pricing & Distribution	Specialisation	*	F2F/ Online	3
WIL201A	Professional Placement I	Core (WIL)	30 CPs**	F2F/ Online	6
<b>Level 300</b>					
*Course level pre-requisite: a total of 24 credit points (15 credit points – including ACC101A, MKT101A, STA101A and MGT101A from level 100 and 9 credit points from level 200 core subjects) prior enrolling into Level 300 core and specialisation subjects; and					
**Individual subject pre-requisite: Successful completion of WIL201A before undertaking WIL301A					
WIL301A	Professional Placement II	Core (WIL)	WIL201A**	F2F	6
Elective	Elective	Elective	*	F2F/ Online	3
Elective	Elective	Elective	*	F2F/ Online	3
MKT301A	Marketing Strategy	Specialisation	*	F2F/ Online	3
MKT302A	Marketing Analytics & Big Data	Specialisation	*	F2F/ Online	3
Elective	Elective	Elective	*	F2F/ Online	3
MGT301A	Ethics, Sustainability & Profit	Core	*	F2F/ Online	3
Elective	Elective	Elective	*	F2F/ Online	3
BUS301A	Capstone	Core	*	F2F/ Online	3

### ELECTIVES

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions. Please check the electives available on the ICMS website.



“ICMS offers so many things that sets it apart. What really attracted me to study at ICMS was the ability to travel whilst studying, and the Industry Training program which allows you to get a foot in the door for your future career.”

**Kiana Harvey**  
ICMS Graduate



**LinkedIn**™

“I was headhunted for my current role at LinkedIn after graduating based on the ICMS experience and qualifications listed in my LinkedIn profile. I am now one of the top performing junior specialists globally for the company.”

**James Brady**  
ICMS Graduate

# ICMS



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INTERNATIONAL COLLEGE OF  
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54 174 259 919, trading as International College of  
Management, Sydney and Aspire Institute, CRICOS  
Provider Code: 01484M, TEQSA ID: PRV12025  
CRICOS Course Code: 0101119  
Provider category: Institute of Higher Education.

**MORE INFORMATION FOUND AT [ICMS.EDU.AU](http://ICMS.EDU.AU)**

**Admission Criteria:**

[future-students/application-information/admission-information](#)

**Application Information:**

[/future-students/application-information/how-apply](#)

**Important Dates:**

[/future-students/application-information/important-dates](#)

**Fees:**

[/future-students/application-information/tuition-fees](#)

**Accommodation:**

[/future-students/student-services/accommodation](#)

**Student Support and Wellness:**

[/future-students/student-services/wellness-support](#)

**Living Costs:**

[/study-in-Australia/](#)

**Campuses:**

[/contact/our-campuses/](#)

**Policies and Procedures:**

<https://policies.icms.edu.au>

Information on Education Services for Overseas Student (ESOS)

**Framework:**

<https://dese.gov.au/esos-framework>

**Resources for Australian students**

Youth allowance and AUStudy: [www.humanservices.gov.au](http://www.humanservices.gov.au)

Disclaimer: Information in this publication is correct at the time of printing, but may be subject to change. The College reserves the right to change the content, withdraw any subject or program of study, or to impose limitations on enrolment in any subject or program of study. Published April 2022.

