# STUDY ABROAD: MARKETING

SWINBURNE UNIVERSITY OF TECHNOLOGY

Spend a semester studying abroad and achieve a **Study Abroad Certificate of Specialisation** in Marketing by completing two units from the approved list.

## About Swinburne

Swinburne is a world-class, multidisciplinary institution leading the way in science, technology, business, design and innovation.

An internationally recognised research-intensive university, Swinburne's rankings – top 50 universities in the world under 50 years old by the 2019 QS World University Rankings – prove the success of the University's focus on and investment in high-quality teaching and research.

## Study in Melbourne, Australia

Swinburne is located in Melbourne, Australia, which has consistently ranked as one of the most liveable cities in the world by the Economist Intelligence Unit (EIU). Melbourne's vibrant lifestyle includes Australia's best shopping, leisure and sporting events, and a renowned arts scene. Its vast multicultural community, combined with its commitment to quality education, makes Melbourne one of the world's most dynamic cities.

Swinburne's main campus is based in Hawthorn, a suburb located only 10 minutes away from Melbourne's CBD by train. The campus is located in a vibrant shopping hub that offers students a large variety of cafes, restaurants, shops and supermarkets, as well as parks and a movie theatre right across the road from campus.

## Study Abroad

Study Abroad is a unique opportunity to travel and experience life in Melbourne. You get to live as the locals do, expand your horizons and make treasured life-long memories, while continuing your academic progress.

At Swinburne, undergraduate and postgraduate students are allowed to choose subjects from any faculty. You can choose to study for one or two semesters, beginning in either Semester 1 (February - June) or Semester 2 (July to November).

Australian student visa regulations require international students to study full-time. This means that you must undertake either three or four units per semester.

At the end of your program, you will receive a Swinburne academic transcript and will be able to request credit transfer to your home institution.

## Academic Semesters

Semester 1
25 February to 23 June, 2019

Semester 2
29 July to 24 November, 2019

## English Entry Requirements

Applicants from non-English speaking backgrounds may be required to provide evidence of English language proficiency. This may include one of:

- IELTS: 6.0 overall (no band score below 5.5)
- Internet-based TOEFL: 75 (no band score below 17).

# CERTIFICATE OF SPECIALISATION MARKETING

In order to receive a Study Abroad Certificate of Specialisation, you must complete at least two units of study from the list below.

In addition to this list, there is an exciting range of units that you can enrol in alongside your certificate. For a full list of Study Abroad units, please visit:
www.swinburne.edu.au/current-students/study-abroad-exchange/melbourne/how-to-apply/

You also have the option of completing a dual certificate by choosing two other units under another specialisation.

Swinburne's *Study Abroad Certificate of Specialisation in Marketing* provides students with the opportunity to dive into the world of marketing. Learn about consumer behaviour, innovation and design, planning, branding, channel design, integrated marketing communication and market research. You'll learn how to be strategic, use technology effectively, and to adapt to change.

## Undergraduate

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| **SEMESTER 1 (Feb-Jun)** | |
| MKT10007 | Fundamentals of Marketing |
| MKT20019 | Marketing Research |
| MKT20021 | Integrated Marketing Communication |
| MKT20023 | Marketing Channel Design and Integration |
| MKT20024 | Product and Service Innovation Management |
| MKT20025 | Consumer Behaviour |
| MKT30015 | Marketing and Communication Information and Decision Making |
| MKT30016 | Marketing Strategy and Planning |
| MKT30017 | Branding, Innovation and Design |
| **SEMESTER 2 (Jul-Nov)** | |
| MKT20019 | Marketing Research |
| MKT20023 | Marketing Chanel Design and Integration |
| MKT20024 | Product and Service Innovation Management |
| MKT20025 | Consumer Behaviour |
| MKT30015 | Marketing and Communication Information and Decision Making |
| MKT30016 | Marketing Strategy and Planning |
| MKT30017 | Branding, Innovation and Design |

^This is a non-award certificate. The subjects listed above are subject to Faculty approval and prerequisites may be required.

## GET IN TOUCH

For more information please contact the Study Abroad team:
**studyabroad@swinburne.edu.au**
swinburne.edu.au/studyabroad