



# Careers in Marketing

Never Stand Still

Co-op Program

## Why Marketing?

"There has never been a more exciting time to embark on a career in Marketing given the continual pace of change and innovation. Participating in the UNSW Co-op Program provides a unique pathway to gain real world hands-on experience in leading Marketing companies with the opportunity to take responsibility and autonomy. MSD has partnered with UNSW for 15 years and greatly values the high calibre of students and their incredible contribution to our business."

Peter Stephenson, AP Multi-Channel Lead & Manager, Multichannel Marketing  
MSD Australia



## Snapshot of Sponsors active in the program



Canon



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[Full list of current sponsors of MKT](#)

[Click on the video](#) to hear from Kalyn about life as a Marketing Co-op Scholar

As part of my rotation across 3 international companies I was exposed to a world of Marketing experiences, each unique and eye-opening. I got the chance to attend shoots for the newest TV commercials for leading detergent brands, sit in with the brand team and agencies to discuss the launch of the next cure for Hepatitis C, and taste test the newest burgers and desserts in the Test Kitchen of McDonald's!

**Jingyi Zhang**  
Brand Manager, McDonald's Corporation (MKT09 Alumnus)



I applied for the Co-op Program because I knew that it was a once-in-a-lifetime opportunity for me to develop the necessary soft skills to thrive in the corporate world, as well as gain a network of like-minded, career-driven peers, many of whom I've already come to call family.

My biggest tip for prospective students is don't ever underestimate and shy away from opportunities like this! Be confident in your achievements and there's no cost in just going for it!

**Isabella Pham**  
First year Marketing Scholar



[For a list of related jobs, click here](#) and check out the careers opportunities tab.

## Create your Career!



[Click on the video](#) to hear from Alumni about the Co-op advantage

[Study and Careers in Marketing](#)

The Co-op Program ...helped shape my DNA, (gave) my career an unrivalled kick-start and introduced me to some of the most amazing people in (my) industry.

### Mohammed Zaoud (MKT06 Alumnus)

Head of Marketing - Middle East, North Africa & Regional News Channels  
Aljazeera Media Network

## Want more information?

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[For more information on the program structure, Click here](#)

## About the Marketing Co-op Program

Bachelor of Commerce (Co-op)  
UAC Code: 424 600

The simplest definition of Marketing is meeting consumer and/or social needs, profitably. Marketing is the backbone of a company looking to differentiate themselves from their competitors. It involves creating, communicating and delivering products and services that have value for customers and society at large. Marketing is more than just advertising, which deals with the creative materials to support a marketing campaign.

The Marketing Co-op Program is a specialised degree that gives students the opportunity to work in major marketing teams in the biggest companies in Australia, early in their degree. Students actively participate in the marketing processes of major companies, in the project management, brand development including the development of advertising and promotional programs, and/or strategic planning.

As a combination of both real world practical experience through work placements and theoretical teaching throughout the degree, the Co-op Program is a fantastic head-start into an amazing career in Marketing.

"On placement you learn a lot about time management, working in teams and how individually you can add value to the team. Through my placements I've learnt much about corporate structure and working in an office environment, been exposed to advertising and agency work, analysed the data behind marketing, looked at the impact of campaigns on Basis Points and used that data to make decisions."

### Queena Wang

Final year Marketing Scholar



## Application Tips

- Start early as you will need your School's assessment to complete your application
- Research Marketing roles and opportunities to ensure you have a real understanding of the sector
- Think about how your experiences are relevant to/can be applied to a Marketing role and what you could bring to the industry
- Try to obtain some understanding of what Marketing is and the full scope that it covers
- Understand the difference between "Advertising" and "Marketing"

## Graduate statistics

The average starting salary of 2014 graduates in the Marketing Co-op Program was \$70,000 +