

AK3693 Bachelor of Business

Marketing, Advertising, Retailing and Sales major

Graduate Profile for the Bachelor of Business major in Marketing, Advertising, Retailing and Sales

In addition to achieving the broader outcomes of the **Bachelor of Business**, a graduate of the **Marketing, Advertising, Retailing and Sales** major will be able to:

- a. Demonstrate knowledge of the current issues, insights and debates in the concepts, frameworks and applications of marketing, advertising, retailing and sales.
(Knowledge/Understanding)
- b. Demonstrate a comprehensive and integrated understanding of marketing, advertising, retailing and sales in an omnichannel business environment. *(Knowledge/Understanding)*
- c. Demonstrate capabilities in conceptual, critical, reflective and independent thinking.
(Inquiry/Research/Creativity; Personal/Intellectual Autonomy)
- d. Demonstrate consideration of ethical, social responsibility and sustainability issues in decision-making within marketing, advertising, retailing and sales contexts.
(Ethical/Professional Dispositions)
- e. Apply relevant theory and techniques to marketing, advertising, retailing and sales issues. *(Skills/Application)*
- f. Make sound decisions and communicate these professionally. *(Inquiry/Research/Creativity; Communication)*