MARKETING PROJECT

PRACTICAL MARKETING AND RESEARCH EXPERIENCE

Project specifics
Pairs of students are placed into an organisation for two days per week, for 16 weeks, to conduct a research project specific to the company.

With support of an industry experienced UniSA supervisor, students work through all stages of a project including selecting the methodology, conducting the research, collecting and analysing the data and presenting the results.

This gives students the opportunity to demonstrate what they’ve learnt and exercise their communication and problem solving skills. Students leave the project with real-world marketing experience and connections to vital contacts in the industry.

At the completion of the project, a written report is formally presented to the organisational heads. The findings provide insight, which the company can apply in strategic and marketing planning. Participating organisations have included Balfours, Australian Central Credit Union, National Pharmacies and Robern Menz.

Program structure
Students are given an initial project brief, outlining the marketing problem and recommended plan of action. Two days per week are spent at the organisation and one day a week on campus, attending lectures and presenting progress reports.

The final product is a 7000-word report and a presentation to the organisational heads.

Benefits for students
- Practical industry experience
- Practice analysing real data
- Develops communication and presentation skills
- Networking opportunity
- Credit for two courses (9 units)

Possible projects
Project activities could include:
- Business environment analysis
- Customer groups identification and analysis
- Competitors and industry dynamics analysis
- Marketing communication program development
- CRM program marketing and control development

Eligibility and application
The Marketing Project takes the place of two elective courses. Applicants must have completed Business & Marketing Planning plus 5 other marketing courses and have a GPA of 4.5+. Applications close at the end of April each year in preparation for SP5 intake only.

Apply or learn more about the Marketing Project at unisa.edu.au/business/marketing/study/project
“We knew that the Marketing Project would be a valuable experience for our future careers, as you are able to apply your marketing thinking in a practical business environment and have the opportunity to impact the way that your host company undertakes their future marketing” — Tanya Pollifrone

STUDENTS HELP RSPCA THRIFT SHOPS TO THRIVE

The Marketing Project gave marketing students Tanya Pollifrone and Lauren Crozier the chance to complete a project at RSPCA’s Stepney office.

“It’s given us a taste of what a marketing career might be like and we feel as though we’ve gained knowledge and skills that will assist upon entering the workforce”, said Tanya.

Tanya and Lauren analysed the annual reports and past marketing documents, conducted primary research industry surveys and face-to-face interviews that were performed at a number of RSPCA SA thrift shops.

The students research findings left RSPCA SA Brand Marketing and Communications Manager, Peter Ferguson thrilled by the outcomes.

“The students were able to get out and do some hands-on work in the community. We now have research findings which provide an evidence base so we can move forward with solutions”, he said.

Tanya and Lauren explored the issue that the RSPCA has strong recognition and interest from people who regularly donate to charities, although the potential to increase usage of the Adoptapet website was noted.

“They confirmed some things that we expected, but their study also cast light on potential barriers... They found that some people were unclear about the process for adopting animals”, said Peter.

A marketing plan written by the students was presented to RSPCA staff in November 2014, which has allowed RSPCA SA to develop action plans to respond to the key research findings.