

WORK

INTEGRATED LEARNING IN

Marketing & Retail Management

How our work integrated learning students can contribute to your organisation...

Marketing:

- Marketing research projects
- Business research and statistical analysis of data
- International marketing, including export data collection and analysis
- Planning and implementing advertising and sales promotion programs
- Liaison with advertising and research agencies
- Management of direct and indirect marketing activities
- Providing and evaluating customer service programs
- Evaluation of marketing objectives and targets
- Direct marketing and database management
- Account management and sales
- Sales support and administration

Retail Management:

- Customer sales and service
- Logistics
- Personnel, finance and accounting administration
- Marketing and merchandising
- General business systems support
- Customer relations
- Business systems support



What employers have to say...

“Students come in here with a good understanding of the theory, but by far their most prized quality is their enthusiasm... Programs like this deserve support... It really is a win-win situation for both the employer and the student employees”.

Publishing Manager

CREATEL PUBLISHING

“The program has enabled us to employ students... to add value to our busy environment... we have been able to benefit immensely from the relationships as have the students that have come through and learnt firsthand, the skills that are required to be successful in the workplace”.

Marketing Manager

PARKS VICTORIA

“...an excellent way to fill resources at an entry level... a great opportunity to pre-screen potential full time employees... students that are sourced from this program are loyal to the organisation, very keen to listen and learn and very dedicated in their efforts to improve their career prospects”.

Operations Manager,

GEOSPEND (DIVISION OF AUSTRALIA POST)

Student testimonials...

“I will always treasure working as a Co-operative Education student at Ford Motor Company as it not only provided me with skills and furthered my knowledge of the business arena, but it opened windows of opportunities for me”.

Peter

FORD MOTOR COMPANY OF AUSTRALIA LTD

“Working at Createl Publishing I have grown professionally. This experience has increased my technical knowledge of marketing, built my confidence as well as provided me with a full time position that I absolutely love! Co-op is an experience that no student should pass up”!

Amanda

CREATEL PUBLISHING

“Some staff members here are surprised when they learn that I am a uni student as they see how busy I am and just how much responsibility I have been entrusted with. Although my time in the Sussan Marketing department has been very demanding, I have loved every minute of it. I really feel I have learnt a great deal”.

Katherine

SUSSAN CORPORATION



Course specialisations

Marketing

Retail Management

If you would like to find out how one of our Work Integrated Learning programs can assist you, please contact the:

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