



first year's
guide 2020



MARKSOC



a note from
the editors

Welcome to UNSW! We're so excited to see you all start this new chapter in your lives, full of lifelong friendships, memories and experiences! We also understand that university can be very daunting at first. As such, we're glad to see that you've already taken the first step in finding this guide, so that you're ready to make the most out of your first-year experience!

Where do I go to eat or study? What do all these new words mean? What services can I take advantage of during my time here? What dates are important to me? When are exams? These are some of the most common questions we had during our first year and hopefully this guide will make this clearer, as well as some insight into the benefits and importance of marketing in your professional career.

We wish you all the best and hope you gain something valuable from this guide. Finally if you want to become involved in the work MarkSoc does, subcommittee applications open soon and we'd love to see you all there!

wishing you the best of luck,
publications team



president's welcome

You've finally made it! All the studying and hard work has paid off and you're finally in your first year of uni.

Although it can be daunting stepping into a new environment - with or without your friends, university is hands down the best time of your life.

To help you settle into this new chapter, we've created a guide that will help you with the ins-and-outs of UNSW so you can focus on what's important - making the most of your university experience!

My advice to you is to take opportunities or make opportunities. The best thing about UNSW is the numerous opportunities to get yourself involved in with volunteering, sports, academics and more - which is the best way to meet new people and perhaps life long friends! With so many different choices, it may be scary to step out of your comfort zone and join clubs, societies or any other activities, but don't let those opportunities go to waste, because going through just one of those open doors may change your life.

Marketing Society (MarkSoc) is one of those opportunities. We are the constituent society of the Marketing school, and we're all about helping students realise their potential in marketing, not only as a career, but as a skill. Ultimately, we aren't just a community for Marketing students, but a family where students from all different backgrounds can learn and grow together, whether that is by helping each other with uni work, advancing your career path, or just chilling out!

So a warm welcome to university life, UNSW and MarkSoc, make the most of the next few years, and get keen for a lot of learning and growing!

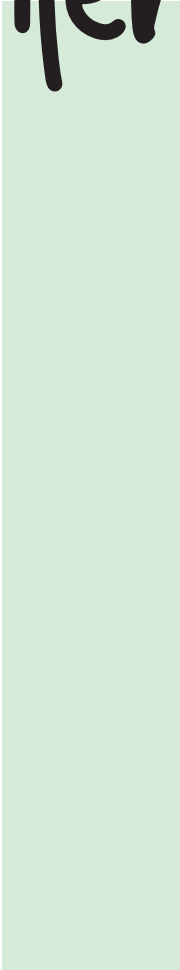
Take control of your uni life and make your mark!

best wishes,
samantha xx

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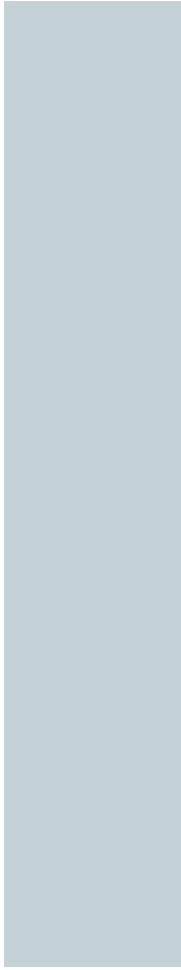
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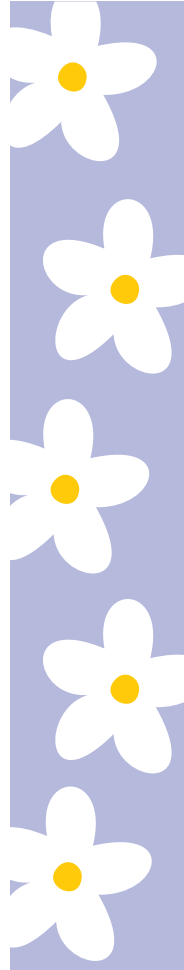
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6.



7.

1. Do your Homework

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Do your Homework.

MAKE SURE YOU

TECHNOLOGY

TERMS YOU'VE PROBABLY NEVER HEARD BEFORE

COURSES

Subjects that can be studied as part of your degree

ELECTIVE

Courses which you can choose that are not compulsory but can count towards your degree

MAJOR

Area of study/discipline area chosen as part of a degree

Eg. Bachelor of Commerce majoring in Marketing

LECTURE (LEC)

Prepared presentation used to deliver a course's content (remember to take notes!)

LABORATORY (LAB)

Classes where you apply course content in practice

TUTORIAL

Classes discussing course content. Often you will be required to prepare homework

CENSUS DATE

Date by which your course enrolment, course payments, requests for Commonwealth assistance (HELP) are finalised. If you want to drop or change courses make sure you do beforehand!

HECS-HELP ASSISTANCE

Helps eligible Commonwealth supported students pay their university fees

UNITS OF CREDIT

A numerical value assigned to degree/course representing duration and workload

Eg. Bachelor of Commerce requires 128 UOC

Note: Each course is 6 UOC
You can take a maximum of 18 UOC per term (3 courses)

WEIGHTED AVERAGE MARK (WAM)

Think of it as your grade/results for your degree

Useful Resources

Crossangles

Crossangles is an unofficial timetable maker for UNSW which many students use. Using this, you can drag and drop different classes to create the best timetable, fitted towards you. We found this app really useful in planning my timetables before our enrolment appointment opened, as well as fitting schedules around friends.

	Monday	Tuesday	Wednesday	Thursday	Friday
09:00	PHSL2101 LEC (1000-1100)		PHSL2101 LEC (1000-1100)	PSYC2001 LEC (1000-1100)	
10:00		PSYC2001 T10 (1000-1100)			
11:00			PHSL2101 LAB (1000-1100)		
12:00					
13:00	PHSL2101 LEC (1200-1300)		PHSL2101 LEC (1200-1300)		
14:00	PSYC2001 LEC (1200-1300)		PHSL2101 LEC (1200-1300)		
15:00				PHSL2101 LAB (1200-1300)	
16:00					
17:00					
18:00			PSYC2001 T10 (1200-1300)		
19:00					

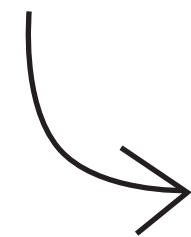
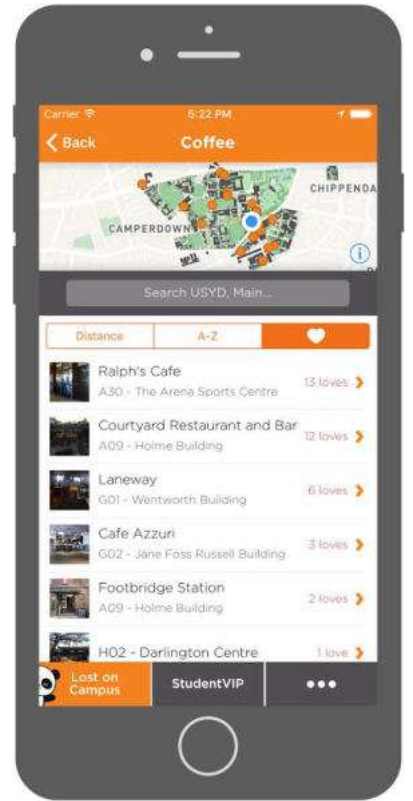


CrossAngles

Lost on Campus

Lost on Campus is a free campus mapping app that will help you get around UNSW in your first year. Fitted with a real-time, interactive mapping system, it allows you to search through thousands of rooms, lecture theatres, labs, and offices.

In our first year, it really helped us get to all of our classes on time. Currently, it's available on the App Store and Google Play.

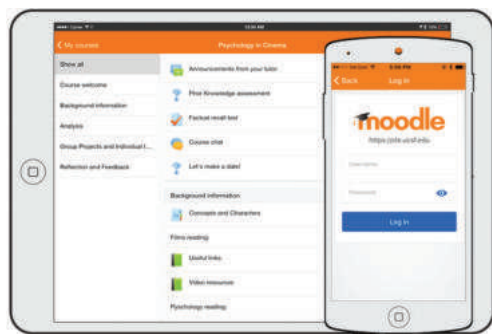


UNSW Free Food

Who doesn't love free food? The UNSW Free Food Facebook page is a public page where anyone can post about free food that is located.

With so many activities occurring at campus every day, we highly recommend checking out this page once in a while to see what the latest steals are. Food always tastes best when free!

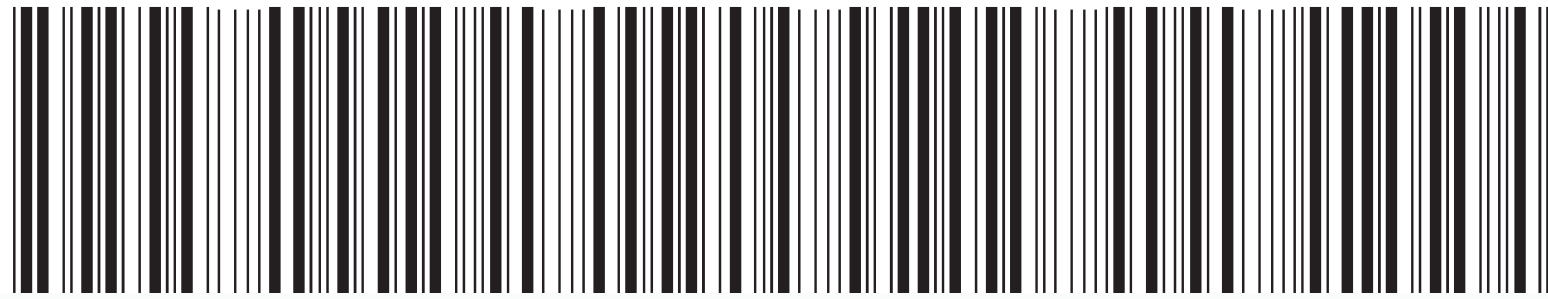
Moodle



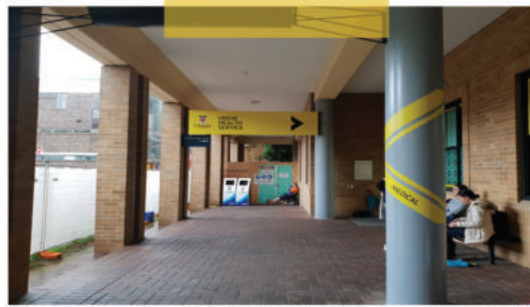
Moodle is an online platform used by students to access their course material. You will be using Moodle for every single class you have at UNSW. Inside, you'll find: **course lecture recordings, lecture slides, tutorial preparation, course outlines, online discussions, online assessments, and grades.**

Tip: make full use of online discussions and to keep up to date with notifications and weekly activities. It will really make the difference in your final grade!





FOR WHEN YOU ARE IN NEED



University Health Service

Our campus' health service. Online appointments can be made to see general practitioners or specialist doctors. This is also the place to go if you're feeling unwell or need medical attention.

Ground Floor, East Wing of Quadrangle Building



Counseling and Psychological Services

Provides free confidential and individual counselling. Also runs workshops and seminars on topics such as self-help, stress management, wellbeing and resilience.

Level 2, East Wing of Quadrangle Building



Careers and Employment

Whether it's career planning advice, interview/resume help or relevant job opportunities, this is your hub for everything career related.

Level 2, East Wing of Quadrangle Building



Nucleus

Go to place for information/guidance regarding essential university processes such as university offers, changing degrees, financial support, enrolment issues to paying fees.

Ground Floor, Main Library



The Learning Centre

Offers a range of ways to improve your academic skills, from workshops, English conversation courses to resources on referencing, reports and grammar.

Ground Floor, Chancellery Building



ARC Legal

If you're in a sticky legal situation Arc offers free legal advice and advocacy services to help you figure out what your next step should be.

Level 2, Arc Precinct, Basser College

UNSW Map



University Village

Looking for more than just fast food options? The University Village contains a hub of quality restaurants, from Malaysian to Mexican.

- Contains the only milktea shop in UNSW (Sharetea)
- Short walk from Law Building and Business School
- They have an IGA for grocery shopping



Quadrangle

Akin to a typical food court with a range of fast food options, the Quad is the place to go if you're unsure about what to eat in lower campus.

- Convenient meetup spot due its location between upper and lower campus.
- A suggestion: sit on the lawn or lounge seats in the Quadrangle as opposed to the food court which can get pretty busy during peak times.



Roundhouse

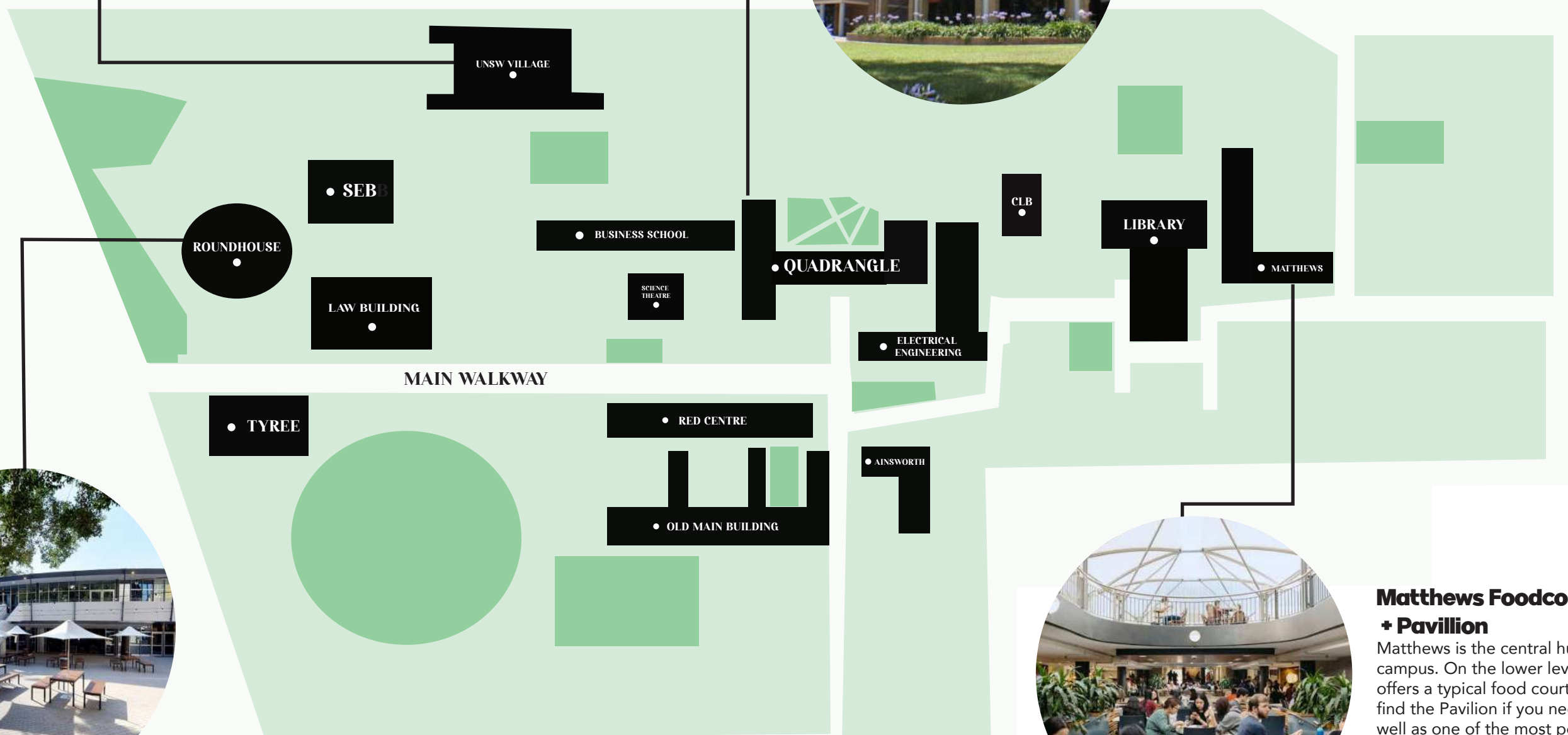
This is the place to go if you're looking for more pub style food such as burgers, chips and beer. More than just food the Beer Garden is one of the most popular social and recreational areas, where you'll find:

- Hammocks
- Big shade umbrellas
- Ping pong tables
- Pool tables



Matthews Foodcourt + Pavillion

Matthews is the central hub for food in upper campus. On the lower level Matthews Arcade offers a typical food court. Upstairs you'll also find the Pavillion if you need more sitting as well as one of the most popular Vietnamese restaurants with bahn mi and pho.





*to feast or not to feast: your guide
to some of the best food on
campus*

Trialled and tested, we've put together a selection of the best food hotspots and coffee grabs available in UNSW. Ranging in location, price, and dining experience, these spots have been hand-picked by our experiences throughout the years. We hope you try them all out!

TROPICAL GREEN: PHO HOUSE

location: Above Matthews Food court

Situated in the Pavilion, Pho House has hearty, comfort food that will satisfy your Vietnamese cravings. Their menu includes typical dishes such as pho, banh mi, bun cha and rice combos. With a self-service condiments bar, you can customise to fit your palate.

other options: Vegetarian
personal favourite: Raw Beef Pho for \$10



STELLINI PASTA BAR

location: University Terraces

Looking for something more healthy yet tasty? Stellini offers fresh, made-to-order and authentic pasta dishes. Simple and delicious, simply select a pasta and a sauce. With over 20 different sauces, this is guaranteed to make you say 'Bellissimo'

other options: Vegetarian, Gluten-free
personal favourite: Pomodoro Cheese Tortellini for \$12.50



STOCK MARKET KITCHEN

location: Matthews Food Court

For those wanting to eat healthier, Stock Market is a great salad bar. With more than 20 salad topping and 6 dressing options, this place uses the freshest vegetables to prepare their healthy salads. What we love about Stock Market is their generous portions and of course the free bread. You can also order freshly squeezed juice and hot soup.

other options: Vegetarian, Vegan
personal favourite: any of their soups (esp. the Chicken Corn chowder) + bread for \$8.90



YALLAH EAT

location: University Terraces

Aromatic and spiced, Yallah Eat is your gateway into the flavourful world of Middle Eastern cuisine. With a variety of pitas, salad bowls and rice bowls, this is guaranteed to pack a punch. We love the generous portion sizes and inclusivity of options.

other options: Vegetarian, Vegan, Halal
personal favourite: Mini ricebowl with vegan potatoes for \$9



location: 2nd level Quad Food Court

Looking for the best value meal on campus? Look no further than the incredibly popular Q Lounge and Deli, where its likely you'll see students queuing for its main and side combo. Characteristic of any deli, they have a range of cold meat sandwiches, pasta salads, hot pulled meat combos and pastries.

other options: Vegetarian
personal favourite: The chicken schnitty with chips and salad for \$11

Q LOUNGE AND DELI



ROUNDHOUSE

location: Roundhouse

Both Thirsty Burger and Unibar have daily specials such as 20 wings for \$10 and Happy Hour. More than just food, the Beer Garden is one of the most popular social and recreational areas, where you'll find hammocks, ping pong tables, pool tables and big shade umbrellas to unwind with your mates after a long day at uni. If you visit the Roundhouse at 4pm, they have different activities everyday such as FIFA tournaments, musical bingo, live music, trivia and free pool!

other options: Vegetarian
personal favourite: Spicy Chicken Wings for \$8





COFFEE TIME COFFEE TIME

4 sips to that caffeine buzz



THE LITTLE MARIONETTE

location: Above Matthews Food-court

For those coffee connoisseurs, Little Marionette's coffee is guaranteed to be stellar in quality and taste.



ATOMIC PRESS

location: Next to Business School

It's pink. What more else is there to say. Extremely instagrammable, we would recommend here if you're staying near the Quad.



PENNY LANE

location: On top of Central Lecture Building

Bang for buck. Serving coffee as well as an entire breakfast menu, I would recommend this place if you're looking for a nice place to chill in-between class. Every coffee comes with a small cookie nibble which is always nice!



CAFÉ BRIOSSO

location: Outside Main Library

In the morning, there's always a line for this coffee cart. Would recommend if you're in a rush to head to class in upper campus- the colourful coffee cup is always a bonus.

SEB Basement Level

PROS

- + Very quiet and private, ideal for silent study
- + Plenty of charging points

CONS

- No data reception (this might be a plus if you're the type to procrastinate on your phone)
- Not as much seating as other locations



Business School

PROS

- + Plenty of seating with 4 levels
- + Plenty of charging points
- + Centralised location, can access the Quad from inside
- + Lots of different seating arrangements: tables, lounges, stools
- + Can book study group rooms
- + Microwaves and vending machines

CONS

- Can get very crowded in the afternoon



Law Library

PROS

- + Open 24/7 and does not require ID privileges for after hrs
- + Plenty of charging points
- + Can book study group rooms

CONS

- Hard to find seating and very crowded in peak times
- Often very noisy in peak times



Main Library

PROS

- + Over 6 levels of seating with levels dedicated to silent study
- + Plenty of charging points
- + Napping pods
- + Lots of different seating arrangements: tables, lounges, stools
- + Can book study group rooms
- + Microwaves and vending machines

CONS

- Can get very crowded in the afternoon
- Often very noisy in peak times excluding the silent levels



Tyree

PROS

- + Occupied mainly by UNSW staff, so very quiet
- + Plenty of charging points
- + Close to Anzac Parade

CONS

- Hard to find seating and very crowded in peak times
- Quite noisy in peak times



From the Past BLAST

We asked members of Marksoc to take a trip down memory lane and share some advice for first years.



aaron wu

Favourite thing about UNI?

Amount of flexibility and freedom gained. Compared to high school, I can choose to spend only 2-3 days at university, as well as being able to better dictate how I want to spend my time and cater to my needs.

What would be the most important piece of advice you would give to first years?

Go out of your comfort zone! Uni is the perfect opportunity to put yourself out there and try new things. Whether it's joining a society, volunteering, going to events, say yes to more!



sam chung

What is your favourite thing about UNI?

Opportunities to be more independent and to really make decisions about what you want to do!

What would be the most important piece of advice you would give to first years?

The best advice I received on my first day of uni was to make the effort yourself. Noone is here to force you to be friends with your 'class-mates', so get to know people, ask the person you sit next to in your first tute to grab lunch. If you push yourself out of your comfort zone, you'll make friendships and memories that will last forever~~



tania cai

What is your favourite thing about UNI?

How it forces me to be more organised and to work harder!

What would be the most important piece of advice you would give to first years?

Microwaves are so handy and so useful when you need to save money! Bring food from home and save that money you would've otherwise spent at the food courts. Make sure to treat yourself every now and then though ;)



hannah ng

What is your favourite thing about UNI?

Being able to meet new people!

What would be the most important piece of advice you would give to first years?

Get involved! Joining societies, attending events and/or volunteering around at uni is a great way to meet new people and learn new skills! Oh, and also try your best to study regularly xd



albert kim

What is your favourite thing about UNI?

Studying/hanging out with friends within university, the reduced hours of going to university compared to school and the endless opportunities to grow and learn.

What would be the most important piece of advice you would give to first years?

Marks matter and to immerse yourself into society life from day 1 to expose yourself to environments where you can develop yourself for the future.



james trumble

What is your favourite thing about UNI?

My favourite part is going to social events with my friends and chilling at the Roundhouse. I also enjoy interacting with societies outside the business school and learning about what they do for students.

What would be the most important piece of advice you would give to first years?

Prepare lunch before you come to uni because it can really wreck your bank account over time. Also get involved in extracurricular activities like societies and try to get a part time job. Balance is key!



kelly kim

What is your favourite thing about UNI?

Social life and societies

What would be the most important piece of advice you would give to first years?

Join societies and subcommittees in first year and make use of your time at uni. During tutes, try to be open and talk to people sitting around you so that way you make friends that do the same degree as you and take future classes together! :D



ali ali

What is your favourite thing about UNI?

My favourite thing about university has to be the flexibility given to you about everything. It gives you the option to join any society, go to any event and schedule your day how you please. Whilst all this flexibility can be daunting it allows you to make the most of your uni life!

What would be the most important piece of advice you would give to first years?

Leave every single preconception you have about university behind. Step out of your comfort zone and grasp any opportunity given to you. Who knows? You might be handing in a last minute application which changes the rest of your university experience!



kayosh thiagaraja

What is your favourite thing about UNI?

My favourite thing about uni is the ability to choose what I want to do and pursue opportunities that provide the necessary stepping stones for my future.

What would be the most important piece of advice you would give to first years?

My advice would be don't stress too much. If u see an opportunity, take it; regardless if you are ready or not.

Marketing

As a Career

Marketing is a crucial function of all businesses in driving sales and engagement. At its core, Marketing is about creating value for consumers by satisfying their needs and wants. To achieve this, marketers seek to understand why consumers behave the way they do in order to make informed decisions. This involves activities such as creating/modifying existing products or services as well as understanding how to best reach potential consumers and engage existing ones. Marketing offers an exciting and dynamic field of study where students engage in numerous activities, from product development, public relations, advertising and market research. It aims to develop not only your problem solving and analytical skills, but also creatively as you come up with innovative strategies to solve complex problems.



Benefits of studying Marketing

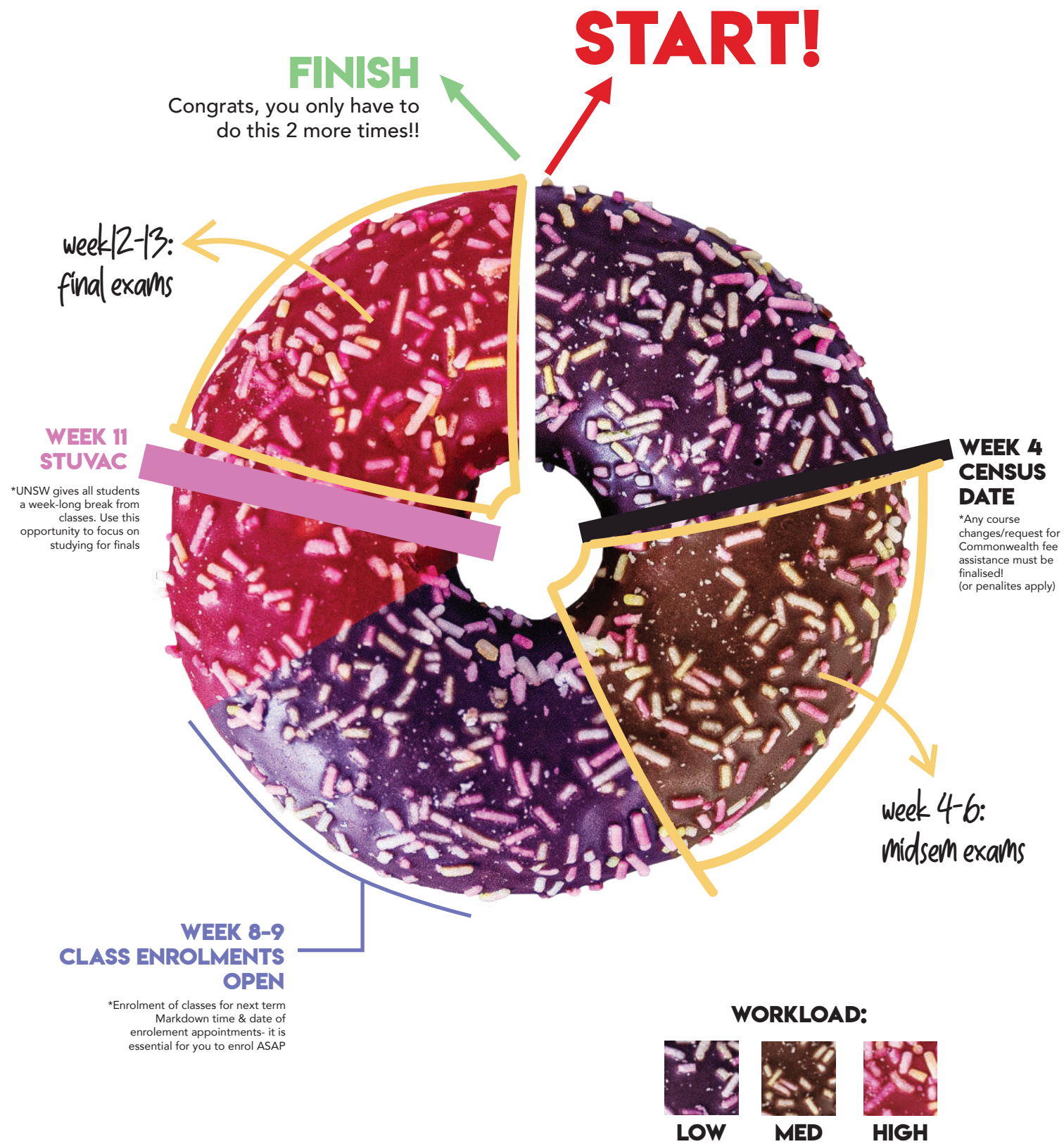
- Diverse career opportunities
- Flexibility to work in a variety of industries in nearly any sector
- Gain valuable skills in communication, critical thinking and problem solving that can be applied in all types of organizations
- Utilises both analytical and creative skills
- Potential to directly influence the direction of well-known consumer brands
- Always in demand nature means favourable job and income prospects

CAREER POTPLANT



what to expect in a typical trimester

**represented by a donut*



thank you for reading!



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