

# POSTGRADUATE MARKETING



THE UNIVERSITY OF SYDNEY  
BUSINESS SCHOOL



THE UNIVERSITY OF  
SYDNEY

**Marketing is more than just a function of an organisation. It is a perspective that influences all aspects of a business and drives its success.**

Marketers develop creative ways for organisations to communicate to the public offering advertising, public relations and other channels such as social media. Marketers are responsible for assisting an organisation to achieving its goals.

Marketing skills are used to sell products and services, improve the perception of a brand, obtain support from charities and persuade people to improve their lives.

Studying a postgraduate marketing program at the University of Sydney will provide you with the strategic marketing knowledge to help you succeed at the highest level of business.

## ABOUT US

The Discipline of Marketing has a growing number of distinguished international academics who are at the forefront of advancing marketing knowledge and have extensive industry experience. The Discipline is recognised as one of the leading marketing groups in the Southern Hemisphere.

The Discipline of Marketing at the University of Sydney also maintains strong links with industry, which ensures highly relevant teaching.

To discover how you can advance your marketing career visit [sydney.edu.au/business/marketing/master\\_of\\_marketing](https://sydney.edu.au/business/marketing/master_of_marketing)

or contact

Dr Pennie Frow  
Discipline of Marketing  
T +61 9351 6603  
E [pennie.frow@sydney.edu.au](mailto:pennie.frow@sydney.edu.au)

Accredited by:



Australian member of:



## PROGRAMS OFFERED

### MASTER OF MARKETING

For experienced managers.

Our Master of Marketing is ideal for experienced middle managers who have a clear goal about their future career pathway in the industry.

Topics covered include;

- Evaluating marketing performance
- Marketing research for decision makers
- Innovative marketing strategies
- Contemporary consumer insights
- Marketing in the global economy
- The regulatory environment and ethics
- International Marketing
- Integrated Marketing communications.

Developed with the advice of industry leaders and delivered by the Discipline of Marketing (a leading research group in the Asia-Pacific region) this degree is designed to offer tomorrow's leaders insight into best practice and the latest marketing techniques that form the basis of sound planning.

### GRADUATE CERTIFICATE IN MARKETING

For those executives from all backgrounds looking for a short introduction to the key dimensions of marketing.

At the University of Sydney, we understand that postgraduate students approach tertiary study differently and have varying circumstances to contend with. If you are returning to study after an extended absence you may choose to enrol in the Graduate Certificate in Marketing.

The Graduate Certificate in Marketing is suited to students who are considering possibly moving forward to higher postgraduate qualifications in the future.

For example, a completion of this course will provide 24 points credit towards a Master of Marketing degree.

Admission into the Master of Marketing may be offered to students who successfully complete the Graduate Certificate in Marketing and demonstrate their ability to succeed in senior business roles. Enrolment in our specialised programs, provides many options and will set you on the pathway to success.

### MASTER OF COMMERCE (Marketing Major)

For people with a first degree in any discipline.

Even if you wish to specialise in a different area of business, the marketing knowledge you will gain from undertaking a marketing major, as part of a Master of Commerce degree, will be invaluable.

This degree can be completed in one year full time study or two years of part-time study. It consists of 10 units of study (60 credit points), comprising:

- Eight core units of study
- One research project.

Units of study can be chosen from the following options;

- Marketing Principles
- The Psychology of Business Decisions
- Marketing Research Concepts
- Marketing Strategy
- New Product Development
- Marketing Communications
- Creative Communications in Marketing
- Consumer Behaviour
- International and Global Marketing
- Electronic Marketing
- Brand Management
- Marketing in the Asia Pacific Region
- Business Marketing
- Services Marketing.



Marketing is central to any organisation's success and the demand for highly skilled marketers has never been stronger.

At the University of Sydney, our innovative approach to teaching and learning is informed by best practice techniques and our research excellence. We aim to inspire your imagination, curiosity and enthusiasm.

TO DISCOVER HOW YOU CAN ADVANCE YOUR MARKETING CAREER VISIT:

#### MASTER OF MARKETING

[sydney.edu.au/business/marketing/master\\_of\\_marketing](http://sydney.edu.au/business/marketing/master_of_marketing)

#### POST GRADUATE CERTIFICATE IN MARKETING

[sydney.edu.au/business/course/MMktg](http://sydney.edu.au/business/course/MMktg)

#### MASTER OF COMMERCE (Marketing Major)

[sydney.edu.au/business/course/MCom](http://sydney.edu.au/business/course/MCom)



THE UNIVERSITY OF  
**SYDNEY**

FOR MORE INFORMATION CONTACT

T +61 2 9351 3076

F +61 2 9351 4433

[sydney.edu.au/business/marketing/master\\_of\\_marketing](http://sydney.edu.au/business/marketing/master_of_marketing)

ABN 15 211 513 464 CRICOS 00026A

Produced by the University of Sydney Business School, May 2011. The University reserves the right to make alterations to any information contained within this publication without notice.