strategy; entering a new market segment; and implementing a new marketing initiative such as customer relationship management (CRM). The final project report will be presented to the client organisation and the student’s supervisor. The international project offers students the option of exploring a marketing issue in a specific international context.

CAREER OPPORTUNITIES

Graduates work as marketing directors and in leadership roles in corporate and other organisations. An increasing number of graduates work in senior management roles within marketing service organisations, including market research, advertising agencies and product design.

ARTICULATION PATHWAYS

At the University of Sydney, we understand that postgraduate students approach tertiary study differently with a variety of backgrounds and career goals. The Master of Marketing is ideal for experienced middle managers who have a clear vision about their future. Students returning to study after an extended absence or those wanting a shorter course of study, find that enrolling in the Graduate Certificate in Marketing may be more appropriate.

The Graduate Certificate in Marketing is suited to students who may be considering higher postgraduate qualifications in the future, as 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.

ENTRY REQUIREMENTS TO THE MASTER OF MARKETING

– A completed bachelor’s degree in business/commerce or a related field from a recognised tertiary institution, with a minimum Credit (65%) average grade or equivalent.
– Minimum of three years of business experience.
– English language proficiency of IELTS 7.0 (with no band lower than 6.0) or equivalent (for students whose tertiary qualification was not conducted entirely in English).
– You will also need to submit a statement of motivation with your application, and to attend a selection interview.

“The Master of Marketing program in the University of Sydney Business School is a strategic program for tomorrow’s business leaders. It delivers a targeted educational experience for career advancement and integrates the latest academic insights and practical applications in the Australian and international settings.”

SARAH CAMPBELL
EXECUTIVE DIRECTOR, ASSOCIATION OF MARKET AND SOCIAL RESEARCH ORGANISATIONS (AMSRO)

Accredited by Australian member of

FOR MORE INFORMATION CONTACT
The University of Sydney Business School
1 +61 2 9351 6603
E bettina.leate@sydney.edu.au
Twitter www.twitter.com/sydney_business
sydney.edu.au/business/marketing

Produced by the University of Sydney Business School, May 2013.
The University reserves the right to make alterations to any information contained within this publication without notice.
ACHIEVE LEADERSHIP IN MARKETING PRACTICE AND KNOWLEDGE

Today's world revolves around business and the centre of business, is marketing. The Master of Marketing is designed to offer the leaders of tomorrow the insight into best practice and the latest marketing techniques at the core of successful marketing strategies. This degree will help you progress from manager to business leader and most importantly, stand out from the crowd.

WHY STUDY MARKETING AT THE UNIVERSITY OF SYDNEY?
- Acquire the latest knowledge from industry leaders and from our academics who lead their fields with innovative and relevant research.
- Enjoy learning in an environment that encourages your enthusiasm, inspires your imagination and sparks your curiosity.
- Extend yourself and expand your career aspirations.
- Benefit from vibrant social and networking opportunities.

Today’s business world is increasingly complex, so this program addresses strategic marketing issues facing organisations and offers students an exceptional opportunity to study the latest marketing practices within a global context. The program’s structure has a strong emphasis on practical assignments which have been specifically designed to foster opportunities for students to apply a wide range of marketing and management frameworks and tools. The strong links the Business School has with industry gives students the opportunity to engage and interact with marketing experts, as they share their invaluable insights on the current marketing issue in an Australian organisation that offers an interesting approach to strategic marketing.

PROGRAM DIRECTOR: DR PENNIE FROW

Our students join the program with diverse marketing and business experience. Students gain hugely from sharing their varied knowledge and by joining this valuable network.

DR PENNIE FROW
PROGRAM DIRECTOR
MASTER OF MARKETING

UNIT DESCRIPTIONS

Contemporary Consumer Insights
In this unit, you will learn how to generate valuable consumer insights that assist marketing managers to successfully operate in contemporary markets. Students examine the latest research that suggest today’s market places are characterised by dynamic inter-relationships between popular culture, market structures, ideologies and consumer orientations. The unit allows students to identify and apply best practice qualitative research techniques (video-ethnography, archetype elicitation) to investigate contemporary consumers and generate insights intended to inspire significant marketing innovations.

Evaluating Marketing Performance
An essential practice in marketing is assessing the impact of marketing strategies on business performance. Increasingly, companies are recognising marketing as a strategic board-level function, which is directly responsible for wealth creation. This unit introduces students to marketing metrics that are relevant for strategic success. Key measures are explained and applied to a wide range of business examples.

Innovative Marketing Strategies
This unit is about developing and managing innovative competitive marketing strategies. It not only combines concepts, frameworks and tools from across the marketing discipline, it also transcends the traditional boundaries of the discipline itself, drawing on materials from strategic management, entrepreneurship and finance. The central focus is on strategy development and how it can create superior and sustainable value for both customers and shareholders.

Integrated Marketing Communications
This unit provides an overview of theory and practice in the fast changing area of marketing communications. This unit is designed to help plan and deliver an integrated communication strategy using new media including digital and social media as well as traditional channels of advertising, promotion, direct marketing and PR. As communication professionals are accountable for their programs and strategies, special attention is given to measuring results.

Internal Marketing
This unit considers the role of internal marketing in motivating employees towards implementing marketing strategies. Although the principles of marketing used internally within an organisation are in theory similar to those used externally, frequently a tailored approach is required when addressing practical issues. This unit presents current thinking and research on the topic of internal marketing and explains how it can be used to assist with implementing marketing strategy.

Marketing in the Global Economy
The dynamic nature of global markets makes international marketing a very interesting topic. Competitive forces transcend national boundaries so that every company is touched to some extent by the impact of the global market. This unit considers international marketing in a wide range of perspectives and includes issues that impact large multinationals as well as smaller international and national players.

Regulatory Environment and Ethics
In today’s highly competitive business environment, it is critical for marketing professionals to have a clear understanding of marketing issues and the impact of possible regulatory and ethical factors. Marketing programs and strategies have a greater chance of success if they are developed with an awareness of regulatory and ethical guidelines. This unit considers the regulatory and ethical environment of the marketing of goods and services, issues and implications of new media are also investigated. Topics covered include marketing regulation in the digital environment.

“Consulting Business Project
The final project gives students the opportunity to apply knowledge gained throughout the entire program. The project requires application of analytical tools and project management skills to a marketing issue within an organisation. One-on-one supervisory sessions provide guidance on the project along with workshops introducing project management skills. Students will design their own project and conduct independent research in an organisation that offers an interesting marketing issue. Examples of topics include: product development and launch; developing a new marketing strategies.