



The University of Sydney
Faculty of Economics and Business



Postgraduate Marketing

www.econ.usyd.edu.au/market

Marketing creates value for customers, organisations and society by matching what organisations produce with what people want.

Marketing is a core management function within every type of organisation. Marketers seek to understand customer needs through extensive research and apply this information to new ideas for products and services.

Marketers also develop creative ways to communicate what their organisations offer, through advertising, in-store displays, public relations and other kinds of media, such as the internet. They are responsible for managing and growing their business and play a central role in steering their organisation towards achieving its goals.

Marketing skills are used to sell products and services, obtain support for charities, and persuade people to improve their lives, which many health campaigns aim to achieve.

The Marketing Discipline at The University of Sydney maintains strong links with industry to ensure highly relevant teaching. For example, ongoing guidance is provided by the Discipline's

Industry Advisory Board, which consists of some of Australia's most senior marketers.

Within the Discipline are international academics who are at the forefront of advancing marketing knowledge and have extensive industry experience. This makes it one of the leading marketing groups in the Southern Hemisphere.

For more information visit the website at www.econ.usyd.edu.au or contact the Student Information Office on telephone: +61 2 9351 3076 or email student@econ.usyd.edu.au



The Best Business Schools in the World
The Most Accredited Programs in the World





Marketing is the function that links an organisation to its consumers.

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

Marketing is the function that links an organisation to its consumers.

Our innovative approach to teaching and learning is informed by best-practice techniques and the most recent research findings. Our aim is to inspire your imagination, curiosity and enthusiasm.

We offer 3 programs from which to choose....

1. **Master of Marketing** for experienced managers with a first degree.

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
- Marketing within the Organisation
- Integrated Marketing Communications

For more information visit:
www.econ.usyd.edu.au/course/mmkt

2. **Graduate Certificate in Marketing** for people interested in marketing who may not have a first degree.

For more information visit:
www.econ.usyd.edu.au/course/FG004

3. **Master of Commerce (Marketing major)** for those people with a good first degree.

For more information visit:
www.econ.usyd.edu.au/major/70

Units of study in Marketing include:

- 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