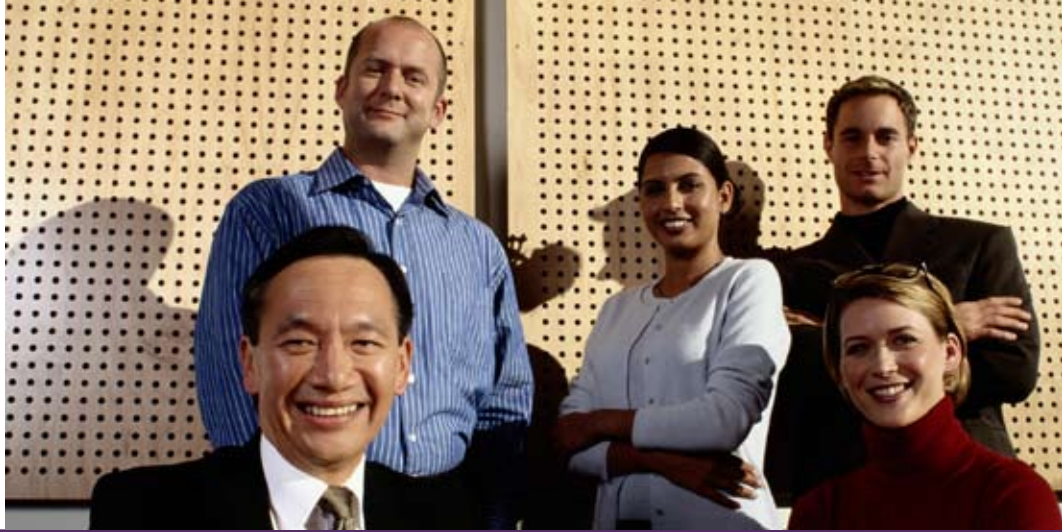




The  
University  
of Sydney



# Master of Marketing

at the Faculty of Economics and Business  
[www.econ.usyd.edu.au/master\\_of\\_marketing](http://www.econ.usyd.edu.au/master_of_marketing)

## Why study marketing at the Faculty of Economics and Business, the University of Sydney?

- Acquire the latest knowledge from industry leaders and from our academics who lead their fields with innovative, relevant research.
- Enjoy learning in an environment that feeds your enthusiasm, inspires your imagination and sparks your curiosity.
- Extend yourself and expand your horizons to achieve your career aspirations.
- Benefit from vibrant social and networking opportunities.

## For further information [www.econ.usyd.edu.au/master\\_of\\_marketing](http://www.econ.usyd.edu.au/master_of_marketing)

or contact Dr Pennie Frow at the Discipline of Marketing on +61 2 9351 6603 or email [mmktg@econ.usyd.edu.au](mailto:mmktg@econ.usyd.edu.au)

## The best marketing professionals need superior strategic skills...

**That's why we've designed an outstanding specialist program for around 30 professionals, supplementing their management and academic experience and helping them become superior business leaders.**

It is not a coincidence that many of today's business leaders began their career in marketing. Today's world revolves around business and the centre of business is marketing.

Marketing is an inherent part of any organisation's success and the demand for highly skilled strategic marketers is strong in today's challenging environment. The Master of Marketing degree at the University of Sydney will help you progress from manager to business leader and, most importantly, stand out from the crowd.

### Set your sights on top management

Understanding the marketing process used to be regarded as an added benefit for senior managers. Today, most managers realise the importance of

marketing to all aspects of their business and they won't employ or advance anyone who doesn't have a sound grasp of marketing strategy.

If you are an experienced manager who wants to pursue a career in marketing, this course is essential. Even if you wish to specialise in a different area of the business, the marketing knowledge you will gain from this course is invaluable. And, if you have your sights set on senior management, marketing will be the springboard.

### Working with business to create business leaders

The input of business leaders in developing this degree cannot be underestimated. The University worked with senior marketing and business professionals to ensure the course delivers the necessary skills and knowledge major





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Being in the Master of Marketing program has helped me combine my theoretical and practical marketing knowledge and take these skills to the next level in a real-life work environment. The program allows me to learn as much from marketing professionals from different industries and backgrounds, as from the lecturers. It is definitely an advantage to be in a class with over 20 professionals with various working experiences, who can talk in the same language. This is not usually gained from other master's programs generally offered elsewhere. It is the course which, I believe, will help me accelerate my career growth and enable me to bring a diverse range of knowledge and skills back to our company.

”

Faye Sopit, 2009 student

employers are looking for in their leaders of tomorrow. The close consultation with top front-line marketers has resulted in one of the most cutting edge and relevant marketing courses in Australia.

### **Both you and your employer will be rewarded**

The program focuses on the latest knowledge of strategic marketing issues and offers an exceptional opportunity to comprehensively study the latest marketing practices in both a global and local context.

We encourage your employer to be involved at all stages as you work through the course. Not only will you gain cutting-edge industry knowledge, but your employer will also benefit as you grow both professionally and personally and become increasingly motivated and informed.

### **The classes are small**

If your application is successful, you will join a select group of around 30 talented professionals sharing their experiences in an inspiring environment. This makes the learning and development opportunity truly distinctive.

### **The scope is large**

You will gain a broad, strategic perspective of marketing and develop skills critical for leadership. Every student will be assigned an experienced marketing professional as a personal mentor. This will provide you with the opportunity to seek one-on-one advice from a marketing expert at all stages of the program.

### **The right kind of candidates**

To apply for the Master of Marketing degree you will need approximately six years management experience and have already completed an appropriate first degree (bachelor's or equivalent) from a recognised tertiary institution.

You must also submit a statement of motivation with your application and attend an interview to ensure that you are the kind of student who will most benefit from the shared learning approach of this course.

### **Study options**

You can choose to complete the degree in one intensive year of study, including two semesters as well as during the summer and winter semester breaks. However the degree is also available for part-time study over two years for those students who wish to continue working while studying. Both options require evening lectures plus some intensive study weekends.

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The Master of Marketing focuses strongly on high-level strategic marketing skills required to excel in today's competitive business world.

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## Unit descriptions

### Innovative marketing strategies

This course 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 (as the modern marketer often must), drawing on materials from strategic management, entrepreneurship and finance. The central focus is on strategy development and how its management can create superior and sustainable value for both customers and shareholders, by introducing a long-term perspective.

### Marketing in the global economy

The dynamic nature of global markets makes international marketing a challenging topic to study. 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 from a wide range of perspectives and includes issues that impact large multinationals as well as smaller international and national players. Marketing concepts are addressed through current case studies with a focus on examples drawn from the Asia Pacific region.

### The regulatory environment and ethics

In today's highly competitive and uncertain 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 greater chances 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, with particular reference to product development and management, pricing, promotion and distribution. The unit also investigates issues and implications of new media. Topics include marketing regulation in the digital environment and other technologies used in the promotion and sale of products and services.

### Marketing research for decision makers

Understanding and using marketing information is an essential task for marketing decision makers. However despite very large amounts of qualitative and quantitative data being available from both primary and secondary sources, concerns exist over much of its quality. Also, there are issues about how to combine these different sources into a useful stream of information, helping decision makers make better decisions throughout the product lifecycle. The marketing planning cycle will be used as the structure for this unit to explore how data can be turned into actionable marketing information. Students will learn how to assess information requirements, plan data collection and assess data quality. They will then learn advanced analytical techniques and critically evaluate how these types of data can be used together.

### 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 similar to those used externally, frequently a fresh approach is required when addressing practical issues. This unit presents current thinking

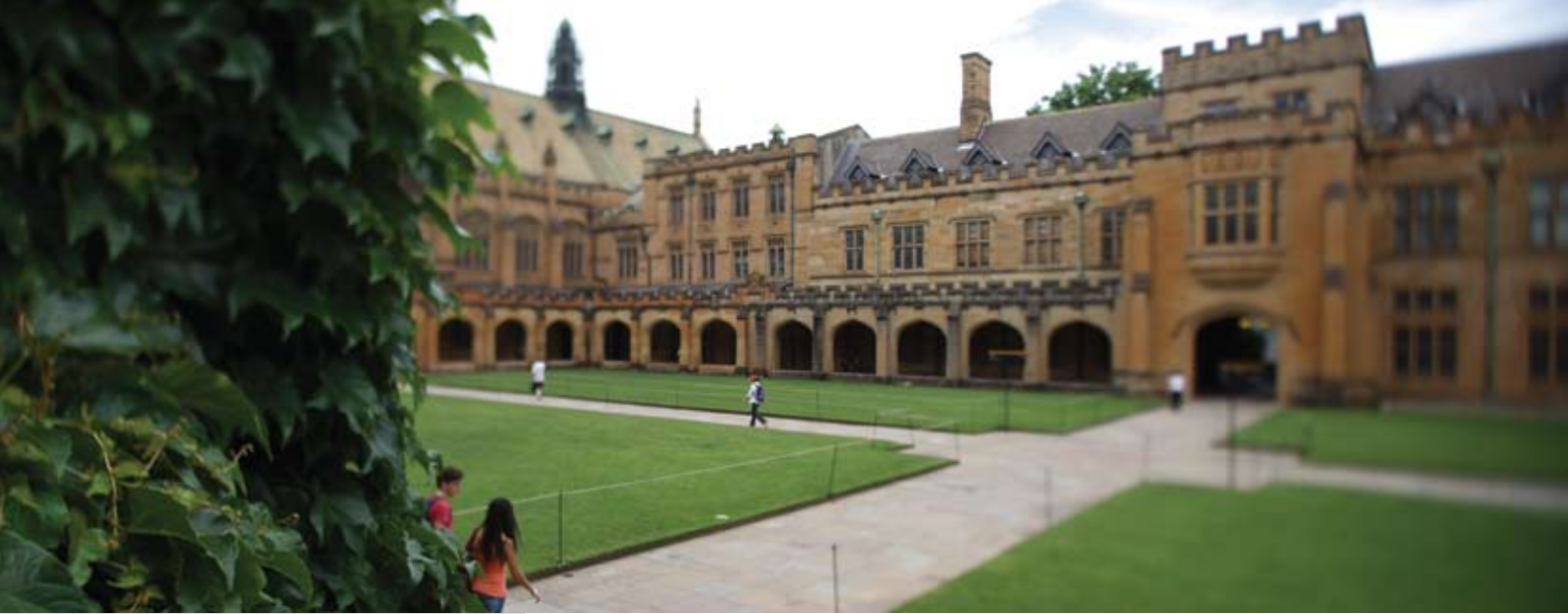
and research on the topic of internal marketing and explains how it can be used to assist with implementing marketing strategy. The course will be taught mainly through practical case studies, providing an opportunity for analysing how internal marketing is used within leading organisations.

### Integrated marketing communications

This unit provides an overview of theory and practice in the fast changing area of marketing communications. Communicating effectively and efficiently with stakeholders has become more challenging, especially with the advent of new media. This unit is designed to help plan and deliver an integrated communication strategy using the main channels: advertising, public relations, promotions, the internet and other new media. There will be special attention to measuring results as communication professionals are accountable for their programs and strategies.

### 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, directly responsible for wealth creation. Marketers should be equipped with tools to analyse and effectively communicate the value of marketing, using the evidence of marketing metrics that underpin business performance. This unit introduces students to marketing metrics that are responsible for commercial success. Key measures are explained and applied to a wide range of business examples, using a case study approach.



## Degree structure (full-time)

### Semester One

- Evaluating marketing performance
- Internal marketing
- Contemporary consumer insights (intensive mode)
- Marketing in the global economy (intensive mode)

### Winter School

Australian consulting project 1

### Semester Two

- Marketing research for decision makers
- Integrated marketing communications
- Innovative marketing strategies (intensive mode)
- The regulatory environment and ethics (intensive mode)

### Summer School

Australian consulting project 2

### Fees

For further information about course fees visit [www.econ.usyd.edu.au/futurestudents/postgraduate\\_study/fees](http://www.econ.usyd.edu.au/futurestudents/postgraduate_study/fees)

FEE-HELP is a loan facility for eligible students (Australian citizens) who are enrolled in fee-paying, postgraduate coursework degrees.

Further information on FEE-HELP is available at the Australian Government website: [www.goingtouni.gov.au](http://www.goingtouni.gov.au)

This course provides an overview of marketing metrics and how they relate to business performance, providing students with the opportunity to apply key concepts to practical business situations.

### Contemporary consumer insights

In this course, students learn how to generate valuable consumer insights that will assist marketing managers to successfully operate in contemporary markets. To achieve this objective, students examine the latest research, frameworks and tools that convincingly suggest that today's marketplaces are increasingly complex, being characterised by dynamic interrelationships between popular culture, market structures, ideologies and consumer orientations. The course 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. The course's most immediate relevance is to managers wishing to foster greater creativity and innovation within marketing-oriented groups.

### Australian consulting project, parts I & II

The final project gives participants the opportunity to apply knowledge gained throughout the course. The project requires application of analytical tools and project management skills to a marketing issue within an Australian company chosen by the student. The unit will include sessions that introduce project management and consulting skills – critical when designing and selling marketing projects within an organisation. One-to-one supervisory sessions will provide guidance on the project during the session. Students will design their own project and conduct independent research in a company that offers an interesting marketing issue. Examples of topics include: product development and launch; developing a new marketing strategy; entering a new market segment or implementing a new marketing initiative such as CRM. The deliverable will be a report of up to 20,000 words, along with a presentation to the client organisation and the student's supervisor. Students will be assessed on problem identification, analysis, creative and actionable solutions, client management skills and persuasive presentation.

Apply now...  
and take your career  
to a whole new level