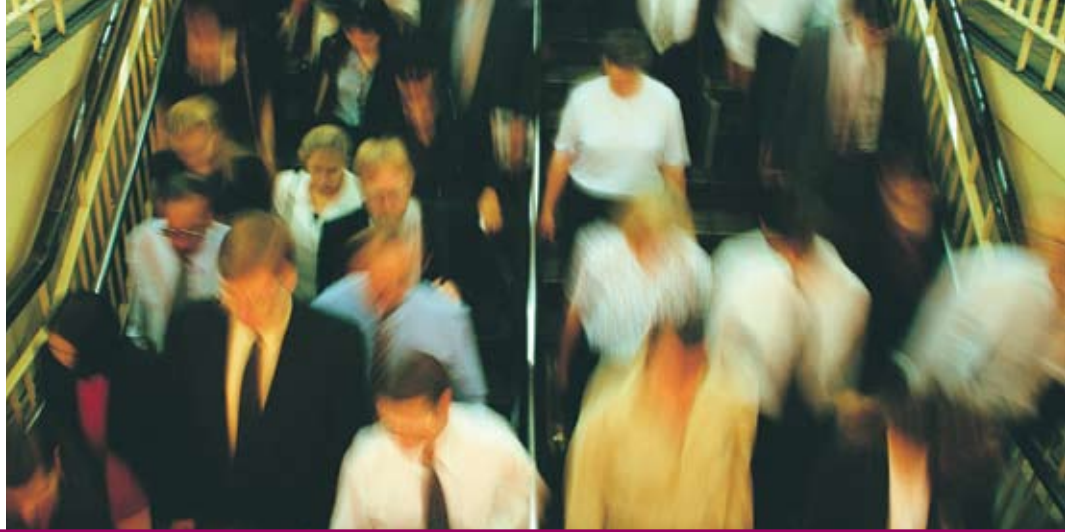




The University of Sydney
Faculty of Economics and Business



Undergraduate 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 breadth of marketing careers provides room for all kinds of people. This includes those who see themselves having more general people and communication skills or who are highly entrepreneurial, as well as those who see themselves as either more analytical or more creative in nature.

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





A marketing major involves units of study which equip students with the essential tools and skills required by employers seeking any kind of marketing professional. Students can choose from a wide range of electives depending on their specific interests. The teaching is dynamic and participatory. The program incorporates development of teambuilding, presentation skills, initiative and business planning skills.

Undergraduate Marketing

Core Units

- Marketing Principles
- Marketing Research
- Consumer Behaviour
- Marketing Strategy and Planning

Elective Units

- Marketing Communications
- New Product Development
- International Marketing
- Services Marketing
- Electronic Marketing
- Public Relations Management
- Advertising: Creative Principles and Practices
- Building and Managing Brands
- Marketing Channels and Logistics
- Contemporary Issues in Marketing

Career Prospects

Graduates in Marketing work in diverse job roles such as Marketing Director, Advertising Manager, Marketing Research Director, Brand Manager, Sales Manager, and E-commerce Manager. An increasing number of Marketing graduates end up in senior General Management positions, such as Chief Executive Officer (CEO) and Board Director. Others work in organisations that specialise in marketing research, product or packaging design, advertising agencies, media buying, sales promotions, public relations, web-site design, or direct mail.

Academic staff

Chair of Discipline

- Paul Henry

Professors

- Charles Areni
- Donnel Briley
- Elizabeth Cowley
- Chris Styles

Associate Professors

- Ellen Garbarino

Senior Lecturers

- Michael Allen
- Iain Black
- Marylouise Caldwell
- Teresa Davis
- Pennie Frow
- Steven Lu
- Catherine Sutton-Brady

Lecturers

- Rohan Miller
- Ranjit Voola
- Jeaney Yip
- Ulku Yuksel

Associate Lecturers

- Jeffrey Lim

Marketing Advisory Board

- Hon Associate Professor Terry Beed, Centre for Survey Quality Assurance
- Belinda Rowe, CEO Australia and New Zealand, ZenithOptimedia
- Neil Ross, Senior Executive, Talent Partners
- David Woolbank, CEO, uno1 Marketing Services
- Graham Gale, Marketing Director Asia Pacific, Reckitt & Coleman
- Heather White, Marketing Strategy and Planning Manager, News Limited
- Mark Veyret, Global Leader, Middle Market and Private Company Services, PriceWaterhouseCoopers
- Paul Priday, Director, Great Moments Creative Consultancy

- Peter McDonald, Managing Director, The Agency Register
- Susan Nixon, Executive General Manager, Westpac

Research expertise

Consumer Behaviour:

- Advertising misinformation
- Consumer: adoption processes; behaviour; identity negotiation; learning
- Consumption: of sporting events; symbolism; systems
- Cross cultural consumer behaviour
- Culture and consumption
- Environmental psychology
- Gender and consumption
- In-store promotions
- Religion and consumption
- Self concept and persuasion
- Social class and segmentation
- Store layout and design
- Technology and learning
- The construction of evaluations
- The role of habit in consumption
- Voluntary lifestyle transition

Strategic Marketing:

- Brand Building
- Business to business marketing
- Corporate and marketing strategy
- Entrepreneurship
- Firm capabilities & marketing strategy
- Marketing metrics
- Networks and relationships in business markets
- Pharmaceutical marketing

Societal Impact of Marketing:

- "Anti-consumption" and "anti-consumerism" movements
- Children as consumers
- Withholding consumption: Boycotting

International Marketing:

- International entrepreneurship
- International partnerships and alliances
- International strategy