University of South Australia
School of Marketing
postgraduate Marketing
unisa
Welcome

Marketing is a dynamic and integral part of most businesses. For marketers and managers in today’s competitive global employment environment, a postgraduate degree can enhance career prospects and increase earning potential.

If you’re considering a career move into the field of marketing, a postgraduate qualification can be the fastest way to gain the knowledge you will need.

The School of Marketing is unique because our students have access to the cutting-edge research of the Ehrenberg-Bass Institute for Marketing Science. The School has long been recognised by employers for its links with industry and professionally relevant postgraduate programs, which focus on providing you with the practical skills essential for the workplace.

At UniSA we recognise that returning to study is a big step that demands time, money and commitment. We’re determined to help you reach your goals. Whatever your personal circumstances, whether you’re working full-time or have family commitments, our wide range of study options are flexible enough to meet your needs.

We know that people choose postgraduate study for many different reasons and we encourage you to speak with our experienced course advisors to discuss your requirements and help you identify the postgraduate program that’s right for you.

We hope to see you studying with us soon.

Why study a Postgraduate Marketing Degree?

Whether you are seeking to change career direction, update your marketing expertise, or build on your existing qualifications, postgraduate studies in marketing will prove invaluable.

UniSA’s School of Marketing offers a wide range of postgraduate study options for those seeking the specialist skills and knowledge to advance their career in marketing. Our three postgraduate programs are:

• Graduate Certificate in Marketing
• Graduate Diploma in Marketing
• Master of Marketing

Postgraduate studies at UniSA bridge the gap between academic theory and practical, real-world knowledge. Our programs focus on developing practical skills that can be taken straight into the workplace to assist in decision-making and strategy development.
Learn from experts

The School of Marketing at UniSA is one of Australia’s leading centres of marketing education and research. We are unique in that our School is home to the Ehrenberg-Bass Institute for Marketing Science. The Institute seeks to uncover law-like patterns and relationships and then build empirically grounded theory to explain and predict buyer behaviour and brand performance. The aim is to advance fundamental knowledge in marketing and solve practical marketing problems.

Our postgraduate students benefit from having access to this research. It is embedded in our curriculum and our students have the opportunity to learn from the same marketing scientists that advise international corporations all over the world, including Colgate-Palmolive, Procter & Gamble and Unilever. As well as advising major companies in North America, Europe, Africa and Australasia, our teaching staff have considerable industry and professional experience. All staff maintain strong links with community, industry and professional bodies, which means our students have access to the latest and most relevant knowledge available.

Marketing Masterclass

Outstanding students have the opportunity to attend invitation-only advanced Marketing Masterclasses run by the Ehrenberg-Bass Institute. These are interactive workshops that provide students with advanced marketing insights from the Institute’s world-class research projects.

The workshops are presented by one of the Institute’s Senior Research Associates and explore and expand exciting knowledge, focusing on how to apply what students are taught in class.

The sessions conclude with an industry networking function, giving students the opportunity to interact with leading marketing professionals.

Previous Masterclass Topics:

**Media Auditing – Did you get what you paid for?**

This seminar answered the questions:

- What do you need to know when buying TARPs?
- What questions should you ask your media company prior to purchase?
- What are good TARPs and how can you get them?
- What are the benefits of media auditing?

**Heavy Buyers – Are they worth targeting?**

This seminar answered the questions:

- How stable is the heavy buyer segment year on year?
- Does it vary for brands? What about at category level?
- Does it matter how you classify your heavy buyers?
- Based on their sales contribution for this year - is it possible to predict how much this segment will buy next year?
Dr Armando Corsi

Armando is a Senior Research Associate at the Ehrenberg-Bass Institute and has been a lecturer at the School of Marketing since 2010. He holds a PhD in Wine Economics and Rural Development from the University of Florence.

Since he moved to Australia, Armando expanded his research interests about wine and other premium and luxury products by looking into consumers’ behaviour during pre-purchase situations, menu analysis, behavioural loyalty, and packaging.

Armando has worked with a range on commercial market research projects. Recently he has been involved with a number of projects with the Grape and Wine Research Development Corporation. The current projects aim at increasing the presence and image of Australian wines in the Chinese market.

Armando’s work with industry means he is kept up-to-date with the latest marketing knowledge, models and ideas. This combination of practical and theoretical experience is brought into the classroom, giving students real-world insight into how buyers and markets behave.

Armando’s experience with domestic and international clients and scholars means he is able to offer students a truly international perspective on marketing theory and practice.

Dr Magda Nenyecz-Thiel

Dr Magda Nenyecz-Thiel is a Senior Researcher at the Ehrenberg-Bass Institute. During her time at the Institute, Magda has also been a lecturer for the School of Marketing, teaching both undergraduate and postgraduate courses as well as completing a PhD.

Magda’s specific area of expertise is in brand equity tracking for FMCG brands, in particular how to assess the brand equity of private label brands. Her research in this area is helping companies both monitor and compete against the growing private label industry.

Magda has worked on commercial projects with many international clients and is currently managing an ongoing research and development initiative for a global confectioner.

Regularly presenting at domestic and international conferences, Magda presents various topics including branding, marketing myths, double jeopardy and brand equity tracking.

Magda’s vast and varied experience is brought into the classroom, giving students insight into how marketing is really applied in industry, balanced with academic rigor.

Flexible study options

We offer a wide range of flexible study options to support your professional goals and personal needs.

Many of our classes are offered in the evenings or early in the morning. If you are working full-time or have family commitments, you can choose to study part-time or online. Part-time study simply spreads your workload over a longer period of time, while online study means you have online access to all the learning materials, including audio recordings of weekly lectures. Online students do not have to attend regular lectures or tutorials, however, teaching staff are available to provide extensive support either online, over the phone or face-to-face.

Students also have flexibility with their enrolment as we offer quarterly intake in January, April, July and September.*

* September intake not available for international students.
Key benefits
• In-depth introduction to marketing in just 6 months (full-time)
• Suitable for those with no marketing experience or qualifications
• Springboard into a career in marketing and the Graduate Diploma or Master of Marketing
• Full-time, part-time and online study options

Content
The Graduate Certificate in Marketing is a short introductory course ideal for anyone seeking new skills and knowledge for their current job, as well as those looking to change careers into the exciting field of marketing.

As the course provides a comprehensive look into the basics of marketing, the Graduate Certificate is an excellent starting point for those with no prior marketing experience or qualifications. It provides students with a solid introduction to contemporary marketing and covers key marketing principles and marketing management theory.

Students can tailor their studies to suit their professional goals by selecting from a wide range of elective courses.

Program requirements
Students must complete 4 courses, worth 4.5 units each (18 units in total).

Compulsory Course:
• Marketing Management

One of the following options:
• Marketing Information and Analysis
• Influencing Consumer Behaviour
• Marketing or Business Elective

Or:
• Marketing Information and Analysis
• Marketing Elective
• Marketing or Business Elective

Or:
• Influencing Consumer Behaviour
• Marketing Elective
• Marketing or Business Elective

Marketing electives*
• Branding
• Sales Management
• Advertising: Planning and Buying Media
• Advertising: Theory and Practice
• Marketing Across Borders M
• E-Marketing

*Availability of electives may differ between study periods.

Entry requirements
Applicants must have one of the following:
• A completed Bachelor degree from a recognised higher education institution or equivalent
• A completed Advanced Diploma (or Associate degree) plus 2 years relevant work experience
• A completed Diploma and 4 years relevant work experience
• 5 years relevant work experience

David Slater
Current Student

“When I became dissatisfied with working in sales I weighed up several options for a career move. Eventually I settled on marketing, which had synergies with my experience in sales and also matched my aptitude for strategic planning, commercial reasoning and scientific enquiry.

“After meeting with people in the industry, I realised that my sales experience was not going to be enough and I enrolled in postgraduate marketing studies at UniSA.

“Because I have a young family, the choice of external study or attending lectures out of business hours has really suited my lifestyle. But it’s the course content that I value the most. I know I’m gaining useful knowledge and expertise, which I’m confident will help in my future career.”
Key benefits

• A recognised marketing qualification in just 12 months (full-time)
• Students learn how to devise successful marketing plans
• Springboard into a career in marketing for undergraduates of a different discipline
• Full-time, part-time and online study options

Content

This program is suited to anyone looking to change career direction into the field of marketing as well as those seeking business management positions that need advanced marketing knowledge.

The diploma encourages students to think strategically and equips them with the knowledge and skills to devise successful marketing strategies and draft effective marketing plans. Students learn how to make budgeting decisions, use market analysis tools, measure performance, anticipate contingencies, deal with competitors and manage brands.

The opportunity to take an elective from the Division of Business is beneficial for aspiring entrepreneurs or for those wanting to start a small business.

The diploma gives students a recognised marketing qualification in just 12 months and is two-thirds of the way towards a Masters.

Program requirements

Students must complete 8 courses, worth 4.5 units each (36 units in total).

Compulsory Courses:

• Marketing Management
• Marketing Information and Analysis
• Influencing Consumer Behaviour
• Marketing Strategy and Planning
• Marketing Elective

One of the following courses:

• Accounting for Management M
• Global Business Environment
• People, Organisations and Leadership

Plus 2 Marketing or Business Electives

Marketing electives*

• Branding
• Sales Management
• Advertising: Planning and Buying Media
• Advertising: Theory and Practice
• Marketing Across Borders M
• E-Marketing

*Availability of electives may differ between study periods.

Entry requirements

Applicants must have one of the following:

• A completed Bachelors degree with a GPA of 4*
• A completed Graduate Certificate in a related discipline with a GPA of 4*

*A GPA refers to the UniSA grading scale which has a range of 1-7, other equivalent Australian and international grading scales will be considered.

Tim Lockwood
European Sales and Marketing Manager
Grant Burge Wines

"Without formal qualifications I felt that I was lacking the knowledge to make informed marketing decisions. Initially I was only going to complete the Certificate but I found it so useful that I’ve decided to continue onto a Diploma. I’ll receive full credits for the subjects I’ve completed so far, so I’m already half way there. "As I’m working full-time and living in Germany, I really appreciate the flexibility. I can study externally, fitting study around work... the audio lectures and online resources make external study a perfect option for me. "In the future I’m looking for a senior position in a big company. Without formal qualifications I won’t even get a foot in the door. The Diploma gives me a recognised qualification in just one year."
Key benefits
• Develops high-level marketing expertise in just 18 months (full-time)
• Boosts career opportunities and earning potential
• Opportunity to study overseas
• Full-time, part-time and online study options

Content
The Master of Marketing teaches the skills and knowledge essential for managerial and other advanced level careers in marketing. This recognized qualification will enhance career opportunities and increase earning potential. Students learn the critical knowledge and advanced practical skills that will enable them to design ambitious and successful marketing strategies that are tailored to their organization’s needs.

Coupled with access to cutting-edge research from the Ehrenberg-Bass Institute for Marketing Science, student’s enhanced expertise will allow them to develop highly thought-out solutions to complex marketing problems.

Students choose a coursework or research option and have the opportunity to develop skills in another specialist business discipline, for example human resource management or accounting.

Program requirements
Students must complete 8 core courses and choose a coursework or research option to total 54 units.

Compulsory Courses:
• Marketing Management
• Global Business Environment
• Accounting for Management M
• People, Organisations and Leadership
• Marketing Information and Analysis
• Influencing Consumer Behaviour
• Marketing Strategy and Planning
• Marketing Elective

Plus one of the following combinations:

Coursework Option:
• 4 Marketing or Business Electives

Or Research Option:
• Research Methods in Business and Management G
• Minor Thesis A
• Minor Thesis B
• Marketing or Business Elective

Marketing electives*
• Branding
• Sales Management
• Advertising: Planning and Buying Media
• Advertising: Theory and Practice
• Marketing Across Borders M
• E-Marketing

*Availability of electives may differ between study periods.

Entry requirements
Applicants must have one of the following:
• Applicants will have successfully completed a Bachelor’s degree from a recognised higher education institution or equivalent*
• Completed a Graduate Certificate in a related discipline from a recognised higher education institution or equivalent*
• Completed the relevant courses in the Graduate*

Normally applicants with a Grade Point Average (GPA) of 4** or above will be recognized for entry.

** A GPA refers to the UniSA grading scale which has a range of 1-7, other equivalent Australian and international grading scales will be considered.

Lara Losic
SA Sales Coordinator
Parmalat

“After completing my first degree in arts, I hadn’t decided on a career path so I focused on temporary contract positions to gain corporate experience and practical insights into a range of industries. It was during this period that I became passionate about marketing.

“I decided further study would help me to develop specialized marketing knowledge and when I reviewed my study options I was pleased to find that the results from my arts degree made me eligible to study a Master of Marketing at UniSA.

“UniSA’s School of Marketing is different because it’s home to the Ehrenberg-Bass Institute. We don’t just learn the basic fundamentals of marketing – we have access to the very latest in marketing knowledge and research. It’s an ideal learning environment for a marketing enthusiast.”
fees and credit

Fees

The fee structure for postgraduate studies at The School of Marketing is below.* This fee structure applies to Australian citizens only. International applicants should refer queries relating to fees to www.unisa.edu.au/international

<table>
<thead>
<tr>
<th>Program name</th>
<th>Fee per 4.5 unit course</th>
<th>Approx total program fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Certificate in Marketing</td>
<td>$2,800.00</td>
<td>$11,200.00</td>
</tr>
<tr>
<td>Graduate Diploma in Marketing</td>
<td>$2,800.00</td>
<td>$22,400.00</td>
</tr>
<tr>
<td>Master of Marketing</td>
<td>$2,800.00</td>
<td>$33,600.00</td>
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</tbody>
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*Fee structures may change from year to year. The approximate total fees payable will only apply to those courses undertaken in 2013. Any part of the program undertaken in subsequent years will be charged at the rate relevant to that year.

FEE-HELP loan scheme

FEE-HELP (Higher Education Loan Program) is a loan scheme that assists eligible students to pay their tuition fees. The postgraduate programs at the School of Marketing are FEE-HELP approved.

For more information on FEE-HELP visit: www.goingtouni.gov.au

Credit

Students can transfer credits from courses completed at other universities. Credit is available for up to four postgraduate business courses, with up to three of them being in the marketing discipline. Partial credit (two for one) is granted for courses completed with the Advertising Federation of Australia.

The university and campus

As a UniSA postgraduate student you will be studying at the largest university in South Australia with access to all of its state-of-the-art facilities.

The School of Marketing is located at the City West campus, which is a modern, vibrant campus conveniently located in the Central Business District in the heart of Adelaide’s educational and cultural precinct.

The City West campus is easily accessible by bus and tram and is only a short walk from the train station.

Professional recognition

Graduates may apply for membership of:
- The Australian Marketing Institute (AMI)
- The Australian Market and Social Research Society (AMRSRS)
- The Marketing Association of Australia and New Zealand (MAANZ)
Applications

Applications can be made online at www.unisa.edu.au/applyonline

The School of Marketing

To learn more about the School of Marketing visit www.unisa.edu.au/marketing

Domestic students

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International students

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