



MELBOURNE
BUSINESS
SCHOOL

DOCTORAL PROGRAM IN MARKETING

The University of Melbourne's Department of Management and Marketing is committed to providing outstanding research training for the world's most ambitious minds. Challenge yourself through a program that broadens your skillset and advances your research career prospects in academia or within research development teams in industry and the public sector.

Program Overview

The Doctoral Program in Marketing is structured to allow students to master the fundamentals of research scholarship before progressing to undertake a substantial piece of independent and original research under academic supervision.

The program consists of a 2-year research training coursework component, the Master of Commerce, with high performing students then progressing to a 3-year Doctor of Philosophy in Business and Economics (PhD).

Opportunities

Graduate researchers build teaching and research skills through practical learning opportunities and enrichment activities:

- › Immersion in all aspects of academic life within the Department.
- › Research colloquia
- › Research support program
- › Teaching fellowships
- › Tutoring opportunities

Students are supported by a range of grants to assist with fieldwork and conference attendance. Our graduate students have accepted positions in leading academic and business institutions both within Australia and internationally.

Scholarships

- › Generous scholarships (full fee waivers and a stipend of A\$30,000 per year) are available for high-performing applicants through the Melbourne Business School and the University of Melbourne.
- › Top-up funding is available for research, experiments and conferences during the research phase of the program.



#1
in Australia

#20
in the world

for Business and
Management Subjects

QS World University Rankings
by Subject 2019

Specialisations

Students who progress to the PhD will be supervised by globally-recognised academics in their field of research. Fields of research include but aren't limited to:

- › Advertising and communications
- › Consumer behaviour
- › Corporate social responsibility
- › Marketing management and strategy
- › New product development and innovation/technology adoption
- › Services and relationship marketing.

Admissions

- › Your application must include relevant supporting documents (previous academic transcripts, GRE or GMAT, evidence of English language requirements), a research proposal and referee reports
- › Refer to <https://study.unimelb.edu.au/find/courses/graduate/doctoral-program-in-marketing/entry-requirements/>

Applications must be received by 15 February for a second semester commencement (July).

"There has never been a more exciting time to do a PhD in Marketing."

- Dr Greg Nyilasy, Graduate Research Director, Marketing

Melbourne at a glance



Population:
5 million people



World's Most Liveable
City 2011–2017



More cafes and restaurants per
number of people than any other
city in the world



World-class shopping



State capital of Victoria



Easy to get around with a
reliable public transport system

Living and studying in Melbourne

The University of Melbourne is located close to the heart of the city. Melbourne has been named the world's most liveable city seven years in a row, boasting culturally diverse communities, one of the world's best health care systems, a thriving arts scene and is the sporting capital of Australia.

Highlights include Australian Open Tennis, Formula 1 Australian Grand Prix and Australian Football League (AFL). Other major festivals include Melbourne International Comedy Festival, Melbourne International Film Festival, and Melbourne Writers Festival.

The Parkville campus is only a short stroll from Melbourne's famed cobblestone lanes, culinary delights, arts and culture.

Dr Miriam Guenther

PhD 2016, Department of
Management and Marketing
University of Melbourne



My PhD journey: "When starting a PhD, one question that most likely comes to everybody's mind is: "Will I be up to the task of finishing a PhD?" My advice is to have some respect for the task at hand, but not too much. It is good to read relevant literature and to find academics in one's field who can serve as models, but it is at least as important to leave room for one's own ideas and to develop the self-confidence to pursue them."

Dr Miriam Guenther was awarded the Melbourne Early Career Academic Fellowship in 2017. She received her PhD in Marketing also from the University of Melbourne. Her research focuses on the role of marketing assets such as brand equity for firm performance, as well as the management and reporting of these assets.

For more information

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