MARKETING DOCTORAL PROGRAM

An advanced program for outstanding scholars

MONASH.EDU/BUSINESS
When you join the Monash Business School community you become part of a bold, open-minded centre of research excellence that is committed to seeking knowledge in order to serve and transform society.

At Monash Business School, our mission is to deliver practical solutions that make an impact on the business world. We are shaping the future of business, venturing beyond traditional boundaries to bring together multi-disciplinary thinking and tackle the big issues in marketing and marketing research. Our researchers are at the forefront of contemporary knowledge and practice. Every project and challenge is underpinned by our unrelenting commitment to research excellence.

We are committed to developing and supporting the research leaders who will shape the future. Are you ready to join us?

WHY A MONASH PHD?

The Monash Doctoral Program gives you an opportunity to challenge the status quo and change things for the better.

We are one of Australia’s leading research intensive universities, ranked among the top 100 universities in the world. And we are a member of the Group of Eight – the top tier universities in Australia recognised for their excellence and achievement.

We have a global reputation

Monash Business School is one of only 86 business schools in the world to have been awarded ‘Triple Accreditation’ by three global accrediting bodies: The Association to Advance Collegiate Schools of Business (AACSB); EFMD Quality Improvement System (EQUIS); and the Association of MBAs (AMBA).

We offer generous scholarships and grants

We believe in research excellence and we want to work with, and nurture, the best researchers out there. That is why we offer generous funding support to graduate researchers. From scholarships and bursaries to cover the cost of your program, to help with your living expenses, and travel grants to facilitate international experience, we give you the support you need to focus on your research and professional development.

Fostering an environment for success

We provide an environment where new ideas are embraced, where scholarly debate creates new thinking and excellence is the norm.

You will be supported by a minimum of two supervisors throughout your enrolment, both of whom are committed to your success.

Your experience is broadened through our vibrant visitors program. We welcome leading scholars from around the world to Monash Business School each year. During their visits, these scholars share their knowledge with our faculty and students through meetings, seminars, and informal discussions.

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JOIN THE DEPARTMENT OF MARKETING

The Department of Marketing is one of the largest providers of tertiary-level marketing education in Australia, with more than 40 full-time academic teaching and research staff.

Our research deals with important problems in business and the wider society. It focuses on areas and issues relating to advertising, branding, communications, retail and services, strategy, business-to-business marketing and social marketing, including health promotion and behavioural change.

We have an outstanding record of research and are considered well above world-standard, with the highest ERA (Excellence of Research for Australia) rating of 5.

We are committed to supporting and nurturing the development of our graduate students with a view to employability. This includes:

– Participation in domestic and international conferences, workshops and seminar series
– Expert academic supervision
– Strong commitment to applied research through Monash Business School’s Australian Consumer, Retail and Services (ACRS) research unit and a number of research interest groups

Monash Business School’s ACRS research unit assists retail and services organisations to better understand consumers, global trends and best practices and use marketing to gain competitive advantages.

ACRS combines the latest academic research advances with business relevance, practicality and strategy.

The Department of Marketing receives funding through competitive research grants, including the Australian Research Council and industry sources.

REAL SOLUTIONS DEMAND REAL WORLD RESEARCH

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WHERE THE RESEARCH HAPPENS, MATTERS

The Marketing Doctoral Program

Major thesis
The principal component of the Marketing PhD is a major thesis of up to 80,000 words, comprised of an original research project.

Coursework
At Monash Business School, coursework is designed to widen your knowledge, to place the specialised research project within a broader disciplinary context, and to enhance your research skills.

You will be required to complete three core subjects as part of your program:
- Philosophy of research
- Advanced quantitative research methods
- Advanced qualitative research methods

Milestones
Progress through the PhD is evaluated at three milestones to help ensure all students complete their studies in the required time. Milestones are an opportunity to receive critical feedback on your project from established academics external to your supervisory team. Milestones also provide a forum for you to acquire presentation skills when presenting your research.

Participation in departmental activities
Participation in the intellectual and academic life of the Department is an important aspect of your candidature. In addition to regular meetings with your supervisors, the Department maintains a regular seminar series, a doctoral colloquium and a range of research events.

An important feature of a PhD is that the research should be unique and innovative. This is your chance to contribute to original research in a topic area that you and your supervisor find intellectually enriching and stimulating.

There will be few opportunities in your life where you can focus so much energy into an undertaking that you find so challenging but rewarding.

Moreover, if you pursue an academic career, a PhD will be your springboard into a lifetime of research endeavours where you can continue to study topics that both interest you and have applicability in the business world.

The subject of Marketing has many interesting unsolved problems and issues that allow you to apply your knowledge to date with your creativity in solving such problems.

Your PhD supervisor will be helpful in guiding the selection of your research topic, pointing you in the direction of what has been researched previously and crafting your research skills to make the best of this rewarding education opportunity.

PROFESSOR PETER DAMAHER
Fellow of the Academy of Social Sciences Australia
PhD supervisor
Research area: Media exposure distributions, advertising effectiveness, television audience measurement and behaviour, internet usage behaviour.

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Research methods.

Across a full range of strengths cover all aspects of our four primary research ranges of research. We explore a wide range of research methods. This includes:

- brands, brand relationships, and brand management
- direct marketing
- health promotion
- integrated marketing communications
- public relations
- sponsorships
- technology-enabled communication.

Business to business marketing, marketing capabilities and marketing strategy

In today’s ever-changing business environment, marketers need to rapidly identify and react to new growth opportunities. This requires building and sustaining appropriate marketing capabilities and linking these directly to the organization’s strategies and economic objectives.

This research strength brings together externally oriented, customer-centric research with internally focused organisational orientation, implementation and performance-related research themes.

Retailing and services marketing

Retailing and services marketing deals with how products move from the supplier to the customer. It looks at how and where they are produced, marketed, distributed, and consumed. Product offers can range from physical products, like packaged goods, to intangible products, such as financial services or travel. An important aspect is how consumers experience product offers before, during and after access or consumption.

Social marketing

Our research in social marketing tackles large social problems such as poverty, health, sustainability and economic crises. It includes work done in advanced and developing economies.

Social marketing theory and research is an important aspect of the discipline that includes investigating the consequences of managerial and consumer action on society. More broadly, it includes research into the consequences flowing from how marketing systems and ideologies are organised in an economy.

Decision-making and choice

Our research studies the psychological mechanisms underlying consumers’ preferences and judgements, as well as the processes of decision making and choice. We explore factors that lead to sub-optimal decisions, including heuristics and biases, and strategies which consumers, as well as organisations, can implement to improve individual and group outcomes.

Research methods

The Department’s staff are active and published researchers using a range of methods. This includes:

- experiments
- modelling
- qualitative surveys
- cases.

Behavioural Laboratory

The Monash Business School Behavioural Laboratory is a state-of-the-art facility for behavioural research on judgement and decision-making, choice and emotions. It provides equipment, software and other services that support a broad range of research methods, from traditional focus groups to controlled laboratory experiments and real-world environments. Capabilities include:

- screen-based eye trackers
- mobile eye trackers
- EEG headsets
- galvanic skin response system
- face reading software.
Further information
www.monash.edu/business/research/graduate-research-program

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