MARKETING DOCTORAL PROGRAM
AN ADVANCED PROGRAM FOR OUTSTANDING MARKETING SCHOLARS

MONASH BUSINESS SCHOOL
REAL SOLUTIONS
DEMAND REAL
WORLD RESEARCH
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 management and management 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 among the 1% of business schools in the world to have achieved the elite ‘triple crown’ of accreditation by the three major global business school accreditation bodies – AACSB, EQUIS and AMBA – and the only Group of Eight university to have done so.

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 each year. During their visit, these scholars share their knowledge with our faculty and students through meetings, seminars, and informal discussions.

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 the 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, best practice, and use marketing to gain competitive advantage. ACRS combines the latest academic research advances with business relevance, practicality and strategy.
WHERE THE RESEARCH HAPPENS, MATTERS

The Marketing Doctoral Program

PROGRAM STRUCTURE

Available on a full-time basis

Normally completed in 3 years

Comences in February each year

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.

“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.”

PROFESSOR PETER DANAHER
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.

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.

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opportunities in your life
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Moreover, if you pursue an
academic career, a PhD
will be your springboard
into a lifetime of research
endeavour 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.
After working as a commercial consultant straight after graduating from my undergraduate degree I realised that what I most enjoyed was having time to really dive into the root causes of a problem and develop an innovative solution. I came to Monash to do my Honours* and develop those skills and realised that I really enjoyed the academic environment. After that, a PhD was a natural stepping stone to put me on an academic career pathway.

My research examines how customer behaviour evolves over time in a multi-channel shopping context. Having worked as a research consultant to retailers for a number of years, this was continually highlighted as a major issue facing the industry. I have used real behavioural data provided by a United States retailer to create a model of how consumer channel choices evolve over time, and how marketers can use their marketing communications to influence these behaviours.

Academia is becoming increasingly competitive, and having a PhD is now an essential criterion (but not sufficient by itself) to an academic career. However, it has had more of an impact than simply a line on the CV. My PhD has taught me how to be self-sufficient, how to develop a solution to a complex problem, how to analyse data in complex yet robust ways, and how to keep pushing forward through adversity.

The best part is looking back to when I started with a blank page and an idea, to now having defined a problem and developed a solution to that problem. That really is a unique experience that is not replicated in any other setting. It certainly brings challenges though, as there is no ‘right answer’ and correct way of doing things, you have to find your own path.
Brand management and marketing communications
It is now widely accepted that intangible assets such as brands provide the most sustainable source of competitive advantage. Properly managed brands provide a secure stream of income for an organisation, making them an asset. Marketing communications are responsible for creating and maintaining a brand’s position in the minds of its stakeholders. 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 organisation’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.

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 Behavioural Laboratory is a state-of-the-art facility for decision-making, emotional and behavioural research. 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.
Scholarships and financial aid
Monash University invests more than $47 million each year on postgraduate research scholarships. We also offer allowances, travel grants, publication grants, residential scholarships and more. Stipends and other allowances help with living and other costs, such as relocation from outside Victoria, including overseas.

The Australian Government’s Research Training Program (RTP) covers course fees for research candidates who are Australian or New Zealand citizens or Australian permanent residents for the specified duration of their course.

Our tuition scholarships for international students cover the cost of tuition fees, and in some cases include the cost of compulsory Overseas Student Health Cover.

For more information visit: monash.edu/graduate-research/future-students/support

Entry requirements
All applicants must be able to demonstrate a capacity to carry out independent research, have adequate training and the ability to pursue the proposed course of study. Minimum qualifications and English language skills required are provided at: monash.edu/graduate-research/future-students/apply

How to apply
Applying for the Marketing Doctoral program involves four basic steps.

Step 1
Submit an Expression of Interest to the Monash Business School Research Services Office at: busecoresearch.degrees@monash.edu
Tel: +61 3 9905 1055
The Department currently does not accept mid-year applications.

Step 2
Receive an invitation to apply.
Applications may only be submitted once you have obtained an invitation from the Department of Marketing. This can take up to four weeks. If you hope to secure a scholarship, it is recommended that you start the process no later than one month prior to scholarship closing dates. Closing date information is available at: monash.edu/graduate-research/future-students/scholarships
Please see more information on commencement dates at: monash.edu/graduate-research/future-students/apply/accept/scholarship/commencement-date

Step 3
Submit a formal application for admission.
You can apply online at: monash.edu/graduate-research/future-students/apply

Step 4
Accept your offer.
Further information
monash.edu/business/future-students/research-degrees

Department of Marketing
Graduate Research Program Director
Senior Lecturer Gerri Spassova
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Monash Business School Research Services Office
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