



Information for Prospective Marketing Honours Students

Never Stand Still

Business School

Marketing



Stream Outline

The UNSW Business School Marketing Honours program aims to recruit a small number of elite UNSW marketing students and endow them with *conceptual, analytical and research skills* to set them apart from other marketing graduates in Australia. The program is designed to provide the best of our students with a distinct competitive advantage in the job market, through differentiation based on an extended set of analytical and research skills, rigorous understanding of marketing theory and its application to practice, in a small classroom setting and with individualised attention by our research faculty. The resulting thesis is judged by the department on rigorous criteria and is honed into a research document that contributes to the discipline. This gives our Honours graduates the ability to command a price premium in the job market. The objective of the program, from an academic perspective, is also to facilitate the research culture at the UNSW School of Marketing (SoM), and expand opportunities for employment and/or continued doctoral study for our honours graduates. The program is only offered full time with students being admitted primarily in Semester 1.

The Honours degree in Marketing is awarded to students who complete an extra year of study in addition to the normal Bachelor's degree. It is specifically designed for high achieving students and builds on the undergraduate pass program by providing detailed coverage of theoretical, analytical and empirical research issues in Marketing. This process provides students with high level analytical and empirical analysis skills giving our Honours graduates a distinct advantage in the job market.

The Honours program is highly applied, in that the types of problems examined by students reflect contemporary business issues in Marketing and management. As a result, graduates from the Marketing Honours program are keenly sought by employers who place a premium on high level analytical, qualitative and empirical skills. Employment opportunities include (but are not confined to) management consulting, advertising, regulatory agencies, standard setting bodies, market research companies, government agencies and the more specialised areas of the large Marketing firms. In addition, completion of the Honours program also provides a springboard for those interested in further study.

The School has established an enviable reputation of generating top class Honours graduates

who have gone on to complete masters or doctoral degrees in the United States, the United Kingdom and Australia, and have subsequently had distinguished academic and/or business careers.

Stream Structure

Total Units of Credit (UOC): 48

COMM 4002	6UOC	Quantitative Methods
MARK4210	6UOC	Business Research Methods in Marketing
MARK 4211	6UOC	Research Seminar in Marketing
MARK 4214	6UOC	Seminar in Consumer Behaviour
MARK 4204/4205	24 UOC	Thesis Component

Substitutions will be allowed for certain courses based on the discretion of the Honours Coordinator.

The Honours grade is calculated with 50% weight given to Non-Thesis courses and 50% weight to Thesis Courses (MARK 4204/5). A score of 85% or above would result in a first class honours award and a score of 75% or above in second class honours. For more details please contact the Honors Coordinator.

Requirements for Entry

Students need to complete a pass degree in marketing (or equivalent) or a minimum of 144 UOC of a dual degree, including all requirements for a major in marketing. Consideration may be given for student who have completed a major in psychology, business (other disciplines) and statistics. Students who will be completing 144 UOC before the commencement of the program will also be eligible to apply.

WAM requirements: The minimum required WAM for applying to the program is 75% in the marketing core and electives that have been taken by the student.

In addition, the following baseline requirements apply for admission. The applicant must:

1. Be enrolled in the Bachelor of Commerce degree (or double degree) majoring in Marketing.
2. Have never failed a course*
3. Have completed a minimum of seven Marketing courses
4. Have demonstrated academic excellence in their second and third year Marketing courses (or equivalent units of study). Academic excellence will be determined by the Honours Coordinator but, as a guideline, an average of at least 70% would usually be expected. Additional merit is awarded to students enrolled in the Advanced Marketing Stream (see section 4).
5. Pass the interview stage.

* requirement can be changed at the discretion of the Honours Coordinator.

The Head of School has authority to recommend admission if these requirements are not strictly met, but in doing so will consider the student's ability to perform at an appropriate level in the Honours year.

All admissions are subject to the identification and the availability of a supervisor who will be chosen based on the knowledge and/or experience in the area in which the student demonstrates interest.

1. How to Apply

Before completing the form, the student should meet with the Honours Program Coordinator to judge the feasibility of the application. If the student is determined to be suitable, they will be required to identify a supervisor within the School of Marketing, based upon the recommendation of the Coordinator. The relevant application forms will then be provided by the Honours Coordinator which, when completed, should be submitted along with the following:

- a cover letter highlighting the student's research interests and the reason for pursuing them

- a copy of CV and academic transcript,
- other supporting documents (e.g. awards, research papers), if any.

Applicants should send the following materials to the Honours Coordinator, Dr Mathew Chylinski, School of Marketing, University of New South Wales, UNSW, Sydney NSW 2052.
Email: m.chylinski@unsw.edu.au

2. Degree Completion

Permission to enrol in the thesis component of the Honours Program will be granted based on satisfactory performance (65%+) in each of the four coursework subjects.

Thesis requirements:

a) The thesis topic must be approved by the Honours Coordinator.

b) Two different types of Honours Thesis are accepted:

i. Process-based thesis

The process-based thesis should have the standard chapter format, be between 10,000 and 20,000 words in total, and not exceed 100 pages (Times New Roman font, 12 point, double-spaced) including appendices, footnotes, bibliography and references.

ii. Publication-based thesis.

The publication-based thesis should follow the format of a leading marketing journal. It should not exceed 40 pages (Times New Roman, 12point, double-spaced) excluding appendices, footnotes, bibliography and references. The total length including appendices, footnotes, bibliography and references should not exceed 20,000 words.

c) Although most work on the thesis is generally done in second semester, students should obtain a supervisor and plan the thesis in first semester. Students are required to consult regularly with their supervisors (at least weekly) and submit thesis drafts for comment.

d) The thesis must be submitted no later than 5.00 pm on the last day of the teaching session (e.g., Session 2 for students completing their Honours degrees in second session and

Session1 for students completing their degrees in the first session).

- e) Two spiral-bound copies and one softcopy (in Word file format) of the thesis must be lodged with the Honours Coordinator by the submission deadline.
- f) One hardbound copy and of the thesis must be lodged with the School within two weeks following the submission deadline date.

3. Award of Honours

The Honours degree is awarded in the classes shown below. A composite Honours mark will be calculated for each student at the end of the Honours year and used to determine the class of Honours degree awarded:

First Class Honours	85 HD and above
Second Class Upper Division	75 – 84 DN
Second Class Lower Division	65 – 74 CR
Third Class	55 – 64 PS

Each student's composite Honours mark will be calculated based on:

The weights for the four courses in the Honours year are 12.5% each. The weight for the final presentation is 5%. The weight for the thesis is 45%. Courses in years 1-3 have zero weight. Courses taken at other universities (e.g. on overseas Exchange) have zero weight.

To qualify for the award of the University Medal, a prize reserved for the most outstanding students, you must have a composite Honours mark of at least 90 and no failures on your academic record. The UNSW University Medal Committee determines this award upon recommendation from the UNSW Business School.

4. Staff research interests and contact details

For detailed information on research staff at the School of Marketing visit:

[School of Marketing – Our People](#)