

Feedback from companies

“It was a delight to host the group and the enthusiasm for the whole program was evident. The students were knowledgeable and interested in every aspect of the Manchester United business and clearly keen to learn from their overseas program. Given my time over again I would have loved to have been involved in such a comprehensive learning experience as a student and I’m sure the experience will stand all the students in good stead for their future careers.”

Peter Draper
Marketing Director
Manchester United Football Club, UK.

“Polaroid was pleased to host students and faculty from Monash University ... Our program took the group from presentations to product demonstrations to an exclusive multi-media show in our new product design and branding room,...hours later, the students were still asking questions and taking photos with their new Polaroid JoyCams as though it were the first day of the tour. Since last month, we have received several calls and e-mails of thanks from the group and even inquiries about joining the Polaroid team. Perhaps our relationship with Monash will go beyond the one day.”

Lou Gaglini
Manager – Campus Recruiting and University Relations
Polaroid Corporation

“It was a pleasure for the Starwood Boston marketing team to welcome the Monash University marketing students. Their questions and feedback regarding our presentation demonstrated great perception and made the session a valuable learning experience for both parties.”

Janet Kuser
Vice President, Customer Relationship Management
Starwood Hotels and Resorts Worldwide Inc.

Monash University Faculty of Business and Economics

Monash University offers high quality education and a vibrant, inclusive learning environment to more than 55,000 students across 10 faculties and eight campuses (in Australia in both metropolitan Melbourne and regional Victoria, in Malaysia, and in South Africa). Monash also has locations in Europe with the opening of a new centre in London and one in Prato, Italy.

The Faculty of Business and Economics at Monash University operates on five Victorian campuses as well as in Sydney, Hong Kong, Kuala Lumpur and Singapore. It has over 14,000 students and offers a wide range of undergraduate degrees, executive certificates, graduate certificates, graduate diplomas, master degrees by research and by coursework and a doctorates of philosophy and of business administration.

Department of Marketing

The Department of Marketing is one of the largest providers of tertiary level marketing education in Australia with over 50 full-time academic teaching and research staff. The department is one of six departments in the Faculty of Business and Economics. Head office is situated at the Caulfield campus however we have staff located at Clayton, Peninsula, Berwick and Gippsland campuses. The department has over 1500 students enrolled in undergraduate and postgraduate programs across all campuses and the various teaching modes. International students represent approximately 40% of our student population and are drawn not only from South East Asia, but also Europe, UK and America.

Monash Vision

The emerging vision for Monash in the year 2020 is of a self-reliant, broad-based, global university and learning organisation, conducting innovative teaching and research of international quality and relevance, and engaged actively with the diverse regions, communities, industries and professions which it serves.

Further information

Monash International Marketing Study Program
Co-director Ian Walker

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or visit our website: www.mimsp.com



Our student profile

Department of Marketing graduates enter a broad cross section of the global economy across all sectors such as telecommunications, finance, market research, communications, and not for profit. They take on a variety of roles such as graduate traineeships, marketing/product/category/brand management, sales consulting, marketing analysis and communications management. Firms employing our students include Hewlett Packard, Arthur Anderson, FCB, JWT, Wilson Everard, Clemengers, L'Oreal and Telstra.

These graduates are exceptional scholars having received an education that strives to balance academic and practitioner research, business and consumer focus, and emphasis on goods and services sector. They leave their degree programs equipped with strong analytical skills and an understanding of strategic and operational issues, ready to contribute to marketing organizations on various levels.

Further information on the Department of Marketing and the programs we offer is available at our homepage www.buseco.monash.edu.au/Depts/Mkt/.



Sight seeing, Hong Kong



NBA Asia visit

International Study Program

The International Study Program is offered to both undergraduate and postgraduate Monash University marketing students who have already completed a substantial part of their degree, and it counts as credit towards degree completion. The program seeks to select only the best students and participant numbers are limited to 26. We try to maintain a balance between undergraduate and postgraduate students, between gender, and between experience, but this obviously is dependant upon the pool of candidates.

The Program is designed to expose students to the thinking of some of the world's leading marketers and their company strategies. Details of our program and the companies visited can be seen on our website.

Subject requirement:

- Two full days study block prior to departure
- Three week international tour visiting major companies
- Completion of assessment including a major marketing project on an aspect of International Marketing related to the study program visits.
- Formal presentation of major research findings to an expert audience.

Company Presentations

During the Study Program visits, senior management present to the students for approximately two hours with time for questions afterwards, and some companies then provide an opportunity for further discussion over lunch or coffee. Some companies may also include a tour of their facilities. These visits and presentations give students the opportunity to hear about practical applications of marketing theory and strategy in leading edge international corporations as well as to offer their views and experiences.

Two students are assigned per day to write a brief report for our website, which enables those interested to follow the tour as it proceeds. The students' commentary and photos from the preceding tour, together with feedback from earlier participants (companies and students), can be found on our website.

The specific content of each presentation will depend on the nature and activities of the particular company involved (for example, global branding strategies, international advertising/promotion, sponsorship strategies, New Product Development, and marketing strategies for High Tech products in global markets).

We gratefully acknowledge the support of past participant companies including:

ACNielsen - Hong Kong
Adidas - Hong Kong
Apple - New York, USA
Boeing - USA
BP - London, UK
Cadbury Schweppes - Manchester, UK
Cathay Pacific - Hong Kong
Club Med - Paris, France
Coca Cola - Hong Kong
Disneyland Paris - Paris, France
FCB - New York, USA
Heinz - London, UK
Jaguar Cars - Coventry, UK
L'Oreal - Paris (France)
Louis Vuitton - Paris, France
Manchester United Football Club - Manchester, UK
Mercedes Benz - Stuttgart, Germany
Moet et Chandon - France
MTV - New York, USA
NBA Asia - Hong Kong
Nike - USA
Polaroid Corporation - USA
Publicis - Paris, France
Sony Corporation - Japan
Starwood Corporation - Boston, USA
The Body Shop International - London, England
Van Gogh Museum - Netherlands
Volkswagon - Wolfsburg, Germany



Nike visit



L'Oreal visit