Information for Marketing Honours Students
## Table of Contents

1. What is Honours in Marketing and why do it? .......................... 3
2. Application Procedure and Admission Criteria ....................... 4
3. Financial Support .................................................................. 5
4. Course Work ......................................................................... 6
5. Thesis .................................................................................. 7
6. Topics and Supervisors .......................................................... 8
7. Data available ........................................................................ 8
8. Extensions of time ................................................................. 8
9. Award of Honours ................................................................. 9
10. Staff research interests and contact details ............................. 10
11. Marketing Honours Alumni Network ................................. 15
12. Frequently Asked Questions ............................................... 16
13. Comments from Honours Graduates of the School ............. 19
14. Contacts for Further Information ........................................ 21
1. What is Honours in Marketing and why do it?

The Honours degree in Marketing is awarded to students who complete an extra year of study in addition to the normal Bachelor’s degree.

The Honours program is specifically designed for high achieving students. It 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. Examples include (but are not confined to) management consulting, advertising, regulatory agencies, standard setting bodies, market research companies, government agencies and the more specialized areas of the large Marketing firms. Of course, 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.

Here are a few

**Shan-Lyn Ma, First Class Honours; 2003.**

Shan-Lyn Ma graduated with First Class Honors in Marketing at the University of New South Wales in 2003. Shan-Lyn's final thesis focused on Marketing Strategy and was subsequently selected for presentation at the European Marketing Academy Conference in Italy. Since then, Shan-Lyn has completed an MBA at the very selective Stanford Graduate School of Business. She currently works as a Marketing Manager in Product Marketing at Yahoo! headquarters in Sunnyvale, California.

**Simon Kwok, First Class Honours, 2002.**

Simon graduated in 2002 with First Class Honours in Marketing. He wrote a thesis, supervised by Professor Mark Uncles, titled “The Impact of Culture on Sales Promotion Effectiveness”, which was presented at the European Marketing Academy Conference. Subsequently his research was also published in 2005 in the Journal of Product and Brand Management. Since graduating from the Honours program, Simon completed a PhD in Marketing at UNSW and has worked as a marketing consultant for ACIC. More recently, Simon became a research consultant and is working at the leading market research provider, TNS.
2. Application Procedure and Admission Criteria

Entry into the BCom Honours in Marketing program is open to all outstanding students who have completed their BCom degree requirements with a Major in Marketing and have completed a minimum of eight (in case of single degree) or seven (in case of double degree) marketing courses. Students in double degree programs at UNSW may do the Honours year prior to or after their second degree.

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, phone: 9385 3344.

- a cover letter highlighting your background and strengths
- a copy of your CV and academic transcript,
- and other supporting documents (e.g. awards, research papers), if any.

The deadline for submission is November 30 and applicants should submit an academic transcript as soon as it is available following the release of end of semester results.

Permission to enter fourth year must be obtained from the Honours Coordinator. Before granting permission, the Honours Coordinator will take into account the applicant's ability to perform at a suitable level in the extra year. This includes considering the applicant's performance throughout their degree program and the quality of their written and oral presentation skills.

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.

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.
3. Financial Support

**Faculty Honours Scholarships**

The Australian School of Business and the School of Marketing provide a small number of Honours Scholarships to the value of $5,000. Information regarding the scholarships and the application process can be found on the ASB’s web site (http://www.fce.unsw.edu.au).

**Other Scholarships**

Students accepted into the Honours program are also eligible to apply for University Honours Year scholarships and several Faculty specific scholarships. Including The Dr Kai Fou Wong and Mrs Kaye Shiu Kee Mui Wong Scholarship ($1000), The EJ Blackadder/Hambros Bank Scholarship ($1000) and The Sir William Tyree Scholarship in Commerce ($1000).

Details can be found at http://www.scholarships.unsw.edu.au.

Depending on funding availability, the School of Marketing may offer summer scholarships to potential Honours students over the long vacation period between years 3 & 4. These involve the student working on a 6 - 8 week research project associated with a research grant held by a staff member. The value of these scholarships will depend on funding availability.

**Part-time Employment opportunities**

Wherever possible, Honours students will be employed as casual tutors in the school. Also, Honours students may be offered work as research assistants.

**National Honours Colloquium**

The Australian School of Business supports the annual National Honours Colloquium. Selection for the colloquium is competitive. The top Honours students chosen to attend the colloquium are sponsored by the ASB.
4. Course Work

**Advanced Marketing Stream:**

**Year 2 (Core)**
- MARK2151 Consumer Behaviour (Honours) (6 UOC)
- MARK2153 Marketing Communications & Promotions Management (Honours) (6 UOC)

**Year 3 (Core)**
- MARK3181 Distribution Strategy & Retail Channels (Honours) (6 UOC)
- MARK3182 Strategic Marketing Management (Honours) (6 UOC)

*(Note: Although not a compulsory prerequisite, Year 2 and 3 coursework provides a good foundation for students attempting Honours Year.)*

**Advanced Marketing Option:**
- MARK3172 Advanced Consumer Behaviour (Honours) (6 UOC)

*(Note: MARK3172 is an optional advanced Marketing course. Although not part of the Advanced Marketing Stream, it carries the (Honours) course code and is uniquely structured to offer students interested in consumer behaviour at the Honours level an early start on literature review and thesis topic selection)*

**Honours Year Courses:**

**Year (Honours)**
- MARK7210 Business Research Methods in Marketing (6 UOC)
- MARK7211 Research Seminar in Marketing (6 UOC)
- MARK7212 Advanced Quantitative Methods in Marketing (6 UOC)
- MARK7213 Contemporary Research Methods in Marketing (6 UOC)
- MARK7205 Honours Thesis (equivalent to four courses - 24 UOC)
5. Thesis

Permission to enroll 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 are:**

a) The thesis topic must be approved by the School.

b) Two different types of Honours Thesis are accepted:

1. 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 (TNR, 12pt, double-spaced) including appendices, footnotes, bibliography and references.


   The publication-based thesis should follow the format of a leading marketing journal. It should not exceed 40 pages (TNR, 12pt, 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.
6. Topics and Supervisors

The research interests of academic staff are listed in Section 10. Honours students should discuss possible topics with academic staff (lecturers and above) of the School of Marketing, and ascertain their availability to supervise. Students are encouraged to read Honours theses completed in previous years (copies are available from Ms Paula Aldwell). Students should obtain their supervisor, decide on a topic and plan the thesis during first semester. Should any major change in the topic become necessary later, this must be approved by the Honours Coordinator and the supervisor.

7. Data available

- Secondary data is available using online databases via the UNSW library website.

- Survey research data is usually collected by direct mail or online from various Australian and overseas companies.

- Experimental data can be collected using the School of Marketing student subject pool. For more information regarding the subject pool contact the subject pool Coordinator Dr. Mathew Chylinski, m.chylinski@unsw.edu.au.

8. Extensions of time

You must plan your thesis so that it can be completed in the time available. Extensions of time will only be granted in exceptional circumstances, and the ASB's Honours Assessment Committee will scrutinize all requests for extensions. There may be penalties for late submission and late submissions are ineligible for a University Medal.
9. 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 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 Australian School of Business.
10. Staff research interests and contact details

For more detailed information on research staff at the School of Marketing visit www.marketing.unsw.edu.au

Dr. Tania Bucic:

- Room 310, Quadrangle Building (E15)
- Phone: +61 2 9385 3315
- Fax: +61 2 9663 1985
- Email: t.bucic@unsw.edu.au

Research Interests: Innovation in business partnerships; Creativity and innovation; Alliances and networks; Learning and knowledge

Dr. Jack Cadeaux:

- Room 303, Quadrangle Building (E15)
- Phone: +61 2 9385 1436
- Fax: +61 2 9663 1985
- Email: j.cadeaux@unsw.edu.au

Research Interests: Retail assortments; Retail stock planning and retail performance; Coordination in distribution channels; Entrepreneurial marketing, Marketing strategy; Macromarketing, Public policy and consumption Externalities.

Dr. Mathew Chylinski:

- Room 3025, Quadrangle Building (E15)
- Phone: 9385 3344
- Facsimile: 9663 1985
- Email: m.chylinski@unsw.edu.au

Research Interests: Modeling and experimental testing of dynamic consumer learning processes; Preference dynamics in high technology markets; Positioning innovations for accelerated take-off; Enhancing the process of preference formation for new products.

Other topics of research interest include: Preference Construction; Contingent valuation effects; Dynamics of Choice and choice modeling; Psychophysics of Choice; Variety Seeking; Preference Formation (consumer learning); Non-conscious processes; Affect and emotion in consumer judgment and decision making; Impulse buying and self-control; Memory networks; Social influences on decision making.
Dr Rita di Mascio:
- Room 3019, Quadrangle Building (E15)
- Phone: +61 2 9385 3383
- Facsimile: +61 2 9663 1985
- Email: r.dimascio@unsw.edu.au

Research Interests: Service process analysis and design; Service technology implementation; Development of expertise in customer service and call centers.

Professor Larry Dwyer:
- Room 3053, Quadrangle Building (E15)
- Phone: +61 2 9385 2636
- Fax: +61 2 9663 1985
- Email: l.dwyer@unsw.edu.au

Research Interests: Tourism economics and tourism management; Tourism marketing.

Dr Tracey Firth:
- Room 3015, Quadrangle Building (E15)
- Phone: +61 2 9385 3242
- Fax: +61 2 9663 1985
- Email: t.firth@unsw.edu.au

Research Interests: Tourism business strategy; Tourism impacts; Sustainable Tourism; Tourist behaviour; Tourism industry structure

Dr Gary Gregory:
- Room 3023A, Quadrangle Building (E15)
- Phone: +61 2 9385 3389
- Fax: +61 2 9663 1985
- Email: g.gregory@unsw.edu.au

Research Interests: The effects of cultural values on consumer behaviour and the development of advertising appeals; Market entry modes, specifically the use of the Internet as a mode of entry; The process small and medium sized businesses (SMEs) go through in internationalization
Dr Jennifer Harris:

- Room 3018, Quadrangle Building (E15)
- Phone: +61 2 9385 1823
- Fax: +61 2 9663 1985
- Email: jennifer.harris@unsw.edu.au

Research Interests: Brand choice; Loyalty; Modeling; Marketing Research; Analysis techniques; Data mining.

Professor Roger Layton:

- Room 3010, Quadrangle Building (E15)
- Phone: +61 2 9385 2641
- Fax: +61 2 9663 1985
- Email: r.layton@unsw.edu.au

Research Interests: Trade flows modelling of macromarketing systems; Strategic management in turbulent environments; Strategic management, business planning and marketing practice in the service sector; Evolution of marketing systems in developing countries.

Dr Roger March:

- Room 3023B, Quadrangle Building (E15)
- Phone: +612 9385 3605
- Fax: +612 9663 1985
- Email: r.march@unsw.edu.au

Research Interests: International tourism; Marketing in Asia; Distribution channels

Christine Mathies:

- Room 3020, Quadrangle Building (E15)
- Phone: +61 2 9385 3376
- Fax: +61 2 9663 1985
- Email: c.mathies@unsw.edu.au

Research Interests: Services marketing, an applied marketing economics perspective to explain consumer decision making: capacity and revenue management, loyalty programs, the role of fairness in consumer choices, and the travel industry.
Dr Nina Mistilis:

- Room 3047, Quadrangle Building (E15)
- Phone: +61 2 9385 2639
- Fax: +61 2 9663 1985
- Email: n.mistilis@unsw.edu.au

**Research Interests:** Tourism policy and planning (including transport); Information and communication technology in tourism and hotel management; The MICE (meetings, incentives, Conventions and exhibitions) industry; Crisis management.

Professor Pam Morrison:

- Room 3042, Quadrangle Building (E15)
- Phone: +61 2 9385 2699
- Fax: +61 2 9663 1985
- Email: pamm@unsw.edu.au

**Research Interests:** Diffusion of innovations; New product development; Co-branding/alliances; High technology marketing

Professor Paul Patterson:

- Room 3037, Quadrangle Building (E15)
- Phone: +61 2 9385 3385
- Fax: +61 2 9663 1985
- Email: p.patterson@unsw.edu.au

**Research Interests:** Services marketing especially in a cross-cultural context, Relationship marketing, Customer satisfaction, The role of switching costs, Complaining behaviour and service recovery, Consumer citizenship behaviour, Internationalization of service firms.

Professor Adrian Payne:

- Room 3048, Quadrangle Building (E15)
- Phone: +61 2 9385 3390
- Fax: +61 2 9663 1985
- Email: a.payne@unsw.edu.au

**Research Interests:** Customer relationship management, Marketing of professional services, services marketing, Marketing strategy.
Dr Mohammed Abdur Razzaque:

- Room 3017, Quadrangle Building (E15)
- Phone: +61 2 9385 1435
- Fax: +61 2 9663 1985
- Email: ma.razzaque@unsw.edu.au

Research Interests: Cross-cultural studies on various aspects of marketing including (but not limited to) value research, Brand and new product management, Consumer behavior and distribution and channel management; Logistics and supply chain management with a special emphasis on the Asia-Pacific region.

Professor Mark Uncles:

- Room 3011, Quadrangle Building (E15)
- Phone: +61 2 9385 3510
- Fax: +61 2 9663 1985
- Email: m.uncles@unsw.edu.au

Research Interests: Substantive interests: studies of buyer behaviour, the purchasing of branded and non-branded goods, store patronage, patterns of repeat-buying, consumer loyalty and loyalty-building initiatives, purchasing patterns of Chinese consumers; Methodological interests: the uses of consumer panels, longitudinal data analysis, empirical generalization and advances in marketing science.

Professor Ian Wilkinson:

- Room 3010, Quadrangle Building (E15)
- Phone: +61 2 9385 3298
- Fax: +61 2 9663 1985
- Email: i.wilkinson@unsw.edu.au

Research Interests: Interfirm relations and networks in domestic and international markets and their implications for strategy and policy; Modeling market system structure, dynamics, evolution and complexity.
11. Marketing Honours Alumni Network

The Marketing Honours program at UNSW has been in existence since 1995 when we graduated our first Honours student. There is now a sizeable alumni.

The aims of the Network are:

- To coordinate and encourage active interaction among Honours alumni, current Honours students and staff of the School of Marketing at UNSW.
- To provide a forum for active debate and engagement with contemporary developments in the business world
- To support the continued growth of the Honours program through enhancing student experience and fund raising for Honours scholarships
- To enable the mutually beneficial transfer of knowledge and expertise among alumni, current students and staff to ensure that the School maintains and extends its leading reputation within Australia and internationally.
12. Frequently Asked Questions

FAQs about Fourth Year:

What is an Honours degree?
The Honours degree is awarded to students who complete an Honours year of study in addition to the normal length of Bachelor’s degree.

Can I do Honours year part-time?
Yes. However, unless a deferral is obtained, the University requires that part-time students be enrolled in a minimum of two courses (or course-equivalents) per session. Despite this the School of Marketing does not encourage part-time Honours. The nature of Honours requires full-time commitment.

How do Advanced Marketing (Honours) classes differ from pass classes?
Advanced Marketing classes are comprised of above average students, and provide an exciting and challenging study environment. In second and third year, Advanced Marketing students attend the pass course lectures and Advanced tutorials in which additional analytical and/or research material is covered.

The advanced Marketing courses replace the pass level courses on the academic transcript. That is, MARK2151 replaces MARK2051, MARK2153 replaces MARK2053, MARK3181 replaces MARK3081, MARK3182 replaces MARK3082, and MARK3172 replaces MARK3072. Enrolment into the Advanced Marketing Stream requires minimum WAM of 70% and successful performance at the interview stage. Students wishing to enroll in the Advanced Marketing Stream should contact Dr. Mathew Chylinski m.chylinski@unsw.edu.au to arrange an interview.

Expected pass mark in the advanced marketing courses is 70%. Performance below 70% reverts enrolment to the corresponding pass level courses (e.g.: MARK2151 to MARK2051).

What is a thesis?
A thesis is a substantial piece of work (see section 5), showing the results of a student’s investigation of a particular research issue. The research is carried out under the close direction of one or more supervisors, who are faculty with a specific interest in the area examined. Thesis topics are sometimes initiated by the student, or may be suggested by a potential supervisor/s after consultation with the student.
How is the thesis supervisor chosen or appointed?
The supervisor will be an academic staff member of the School of Marketing. Occasionally there are co-supervisions from outside the School. At the end of third year, staff will indicate topic areas in which they are willing to supervise a thesis. Students must then approach the supervisor whose topic interests them and come to a mutual agreement about supervision. This should be done at the enrollment stage.

What grades of Honours are awarded?
The Honours degree is awarded in four classes: Class I, Class II Division 1, Class II Division 2, and Class III. Outstanding first class Honours graduates may be eligible for the University Medal.

How is the grade of Honours determined?
The grade of Honours is determined by a Committee and is based on a composite Honours mark as explained in section 9.

Is there a quota for each grade of Honours?
No.

I have a bachelor’s degree in Marketing from another university. Can I do fourth year Honours at UNSW?
Yes, it is possible, but you must contact the Coordinator of Honours Studies in the School of Marketing.

Do I pay higher fees for the Honours year?
If proceeding directly from a standard three-year degree, you are treated as a “continuing” student for HECS purposes. International students should contact the University's international Office for information about fees, telephone +61 (2) 9385 6996.

Is financial assistance available to Honours students?
Yes, see section 3 of this brochure.

I am a Commerce/Law student. Will I need to interrupt my law studies to do fourth year Honours in Marketing?
Almost all commerce/law students who enter the Honours year in Marketing take a year off from their LLB and return to it after completing the Honours year. However, the Honours year can be taken part-time concurrently with the last two years of the LLB, so that both degrees are completed at the same time. Alternatively, students can enter the Honours year in Marketing immediately after completing their LLB.

I am a Service/Tourism student. Am I able to apply?
Yes. The School of Marketing encourages Service/Tourism students to take up Honours in Marketing. Research areas in Service and Tourism overlap with Marketing and there is close cooperation between the Service/Tourism and Marketing faculty at the School. This makes Service/Tourism students a close match for Honours in Marketing.

**FAQs about Third Year:**

**How does the Honours program differ from the pass program?**

The Honours program has an extra year on top of the pass program. The extra year is devoted entirely to Honours studies and comprises four subjects plus a thesis. In the Advanced Marketing Stream, Honours students enroll in MARK (Honours) courses in place of pass courses. They sit for the pass examination papers in these courses, they are also assessed on research-oriented Honours work, and their final mark covers both the pass and Honours material. See section 4 of this brochure for further information.

**Do I have to enroll in the four-year Honours degree course before I can undertake Honours level work?**

No. Honours level work may be undertaken within the three-year pass program. However, to obtain the Honours degree you must complete the extra year.

**When and how do students enter the Honours program?**

Towards the end of the third year, invitations are sent to students with an average mark of at least 75% in their first and second year Marketing courses. They must also be in a degree program that allows Marketing to be studied at Honours level. To remain in the Honours program, an average mark of at least 75% in MARK courses must be maintained each year.

**If I do not maintain the 75% average in the Marketing courses, what happens?**

The 75% is a prerequisite to enter into Honours. If you do not maintain the 75% average for the Marketing courses you must revert back to the Pass course. If you get less than 75% for any of the Honours courses, the mark and the grade you obtained for the Honours course are shown in your record of results just like any other course. There is no notation shown on your official record to indicate that you have failed to meet the conditions to stay in the Honours stream.

**How much additional work is involved?**

You are required to do an additional seminar which averages one-hour per week. In this additional hour you usually spend the time discussing the specially assigned readings that complement the Pass work. Often these are research papers published in academic or professional journals. Contact the lecturer-in-charge for more information.

**If I change my mind can I transfer back to the pass program?**

Yes, this may be done during second or third year without much difficulty.
13. Comments from Honours Graduates of the School

Jane Scott, First Class Honours, 2002.

“Without a doubt, my 5 years as an undergraduate at UNSW were the best of my life. Not only was I studying subjects that were interesting, relevant and challenging, but I did so in an environment that really cared about me. However, it was the Honours year that really stands out as the one that tested me most, but was equally the most rewarding. The Honours year consolidated everything that I had learnt in my undergraduate degree and let me put a lot of those research, analysis and project management skills into practice.

Under the guidance of an amazingly supportive and generous supervisor, I picked a topic that I was truly interested in, and managed to create a convincing argument for why it needed to be better understood, and built a strong research design to investigate it. The whole process was so successful that it lead to me being offered a scholarship to continue this line of research for my PhD. My honours year allowed me to carve a niche for myself as an "expert" in my area, something which has been sought by a range of companies which I have had the privilege of working for. Without completing my Honours year, I would never have been able to place myself in such a dominant position in the commercial world.”

Since completing her Honours Jane has worked as a Research and Strategy Analyst, at Pacific Magazines. She has further undertaken a PhD in marketing and has been working as a Research Associate at London Business School. Jane also consults for media organizations such as The Disney Channel, Media Resource Centre.

Shan-Lyn Ma, First Class Honours; 2003

“Undertaking an Honours Year in Marketing is the best thing I could have done for my career. It greatly deepened my analytical skills and significantly challenged me in a way that I had not experienced in the first three years of my degree. Due to the rigorous nature of the Honours program, I am now more confident than before about my ability to compete with other top graduates. Perhaps more importantly, prospective employers have communicated their belief to me that Honours students are simply more attractive for employment. By doing the Honours Year, you are placed in an exclusive group of students who have undertaken a greater academic challenge than other students. During my Honours Year, I was constantly challenged and inspired by the thought-leading Professors in the School of Marketing, and their lessons continue to influence the marketing campaigns I execute on a daily basis.

If I had not done Honours, I am certain I would not have been accepted into the highly selective MBA Program at Stanford University. I am so glad I took up the
Honours Year challenge and would recommend that anyone wanting to compete with other top graduates seriously consider it. It is most definitely worth delaying full time employment for a year because the eventual payback will be much more than you imagined!"

Simon Kwok, First Class Honours, 2002.

“The Honours program was an incredible experience that was very different to undergraduate course work. It significantly broadened my knowledge, perspectives and skills in marketing. It also gave me practical research experience which has been extremely helpful in my career and further studies.”


“The Honours Program gave me a far more comprehensive understanding of the marketing research process than that afforded by the undergraduate program. Whilst it was a challenge, it was definitely worthwhile, as it has given me an edge in the job market over most graduates. Being able to talk about my own research project in interviews has been a great help too. I would recommend the Honours Program to anyone looking to differentiate themselves in the job market, and bolster their research skills for a career in marketing.”

Since completing his Honours in Marketing Chris moved to London, where he has been working as Business Development Manager for the UK’s largest online shopping loyalty rewards coalition, called iPoints. He is also publishing a journal article based on his thesis in the Journal of Advertising.
14. Contacts for Further Information

Dr Mathew Chylinski  
Honours Coordinator  
School of Marketing  
Australian School of Business  
University of New South Wales  
UNSW Sydney NSW 2052 Australia

Telephone: 612-9385 3344  
Facsimile: 612-9663 1985

Email: m.chylinski@unsw.edu.au

Or visit the web site at: http://www.marketing.unsw.edu.au

For general information on the degrees offered by the Australian School of Business contact:

The Student Centre  
Australian School of Business  
University of New South Wales  
UNSW Sydney NSW 2052 Australia

Telephone: 612-9385 3187  
612-9385 3189  
Facsimile: 612-9313 7767  
E-mail: businessinfo@unsw.edu.au

Or visit the web site at: http://www.fce.unsw.edu.au

For international students:

The Student's Centre  
International Office  
UNSW Sydney NSW 2052  
Telephone: 612-9385 6996  
Facsimile: 612-9385 7382  
E-mail: internationaloffice@unsw.edu.au

Or visit the web site at: http://www.international.unsw.edu.au
APPLICATION FOR HONOURS PROGRAM

Please answer the questions below in the spaces provided. Also attach a copy of your most recent academic transcript.

Name _______________________________________________________________  
  Family name / First name / Initial

Student Number ____________________ Date (dd/mm/yy) ____________

Email Address:___________________________________________

Phone Number:___________________________________________

Postal Address:_______________________________________________________  
_____________________________________________________________________

In what degree are you presently enrolled? ________________________________

In 100 words or less please indicate what topic in Marketing interests you as thesis topic. Please be as specific as possible:

______________________________________________________________________
Have you spoken to any of the faculty about supervision? _________________
If yes, with whom have you spoken? ________________________________
What was the outcome of the discussion? ______________________________
What do you hope to accomplish by completing an honours year?

Are you available to start at the beginning of session 1? _________________

Please provide a copy of your resume (CV), and a transcript of results.

(To be completed and returned by 30 November to Dr Mathew Chylinski, Room 3025, School of Marketing, Quadrangle Building, UNSW, Sydney NSW 2052 Fax: 9663 1985, Email: m.chylinski@unsw.edu.au)