Overview

The MPhil program is a full-time program. After completing qualifying courses and/or concurrent prescriptions, research students undertake original research and prepare a research thesis. This must meet high academic standards and be of publishable quality. Prior to undertaking research for the thesis, all MPhil candidates must successfully complete a defense of a thesis proposal.
<table>
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<th><strong>Faculty</strong></th>
<th>UNSW Business School</th>
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<tbody>
<tr>
<td><strong>School</strong></td>
<td>School of Marketing</td>
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<tr>
<td><strong>Study Level</strong></td>
<td>Research</td>
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<td><strong>Specialisation Type</strong></td>
<td>Research</td>
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Available in Program(s)

Program(s) in which this research is available

Master of Philosophy - MPhil
2585 Commerce & Economics
Faculty: UNSW Business School
Campus: Kensington
Units of Credit: 72
Typical Duration: 1.7 Years
Specialisation Structure

Students must complete 72 UOC.

Core Courses

Students must take 24 UOC of the following courses.

COMM8001 | 6 UOC
Introduction to Qualitative Research Design and Methods

MARK8992 | 6 UOC
Seminar in Consumer Behaviour

MARK8996 | 6 UOC
Research Seminar in Marketing

One of the following:
COMM8002 | 6 UOC
Advanced Quantitative Research Design and Methods

COMM8003 | 6 UOC
Advanced Qualitative Research Design and Methods

COMM8002 or COMM8003 are to be determined in consultation with the supervisor and postgraduate research coordinator.

Research Thesis

Students must take 48 UOC of the following courses. The thesis will not normally exceed 40,000 words.

MARK8994 | 12 UOC
F/T Masters Research Thesis Marketing

All other MPhil program information for this stream is contained in the program record.
**Enrolment Disclaimer**

Unless advised otherwise by your program authority, you should follow the rules for the handbook for the year you commenced your program. You are also responsible for ensuring you enrol in courses according to your program requirements. myUNSW enrolment checks that you have met enrolment requirements such as pre-requisites for individual courses but not that a course will count towards your program requirements.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)
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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179