



University of
South Australia

Careers in Research

+Honours
+Masters
+PhD

Experience. The Difference.



Earn a professional income while completing an advanced marketing research degree

The Ehrenberg-Bass Institute

The Ehrenberg-Bass Institute for Marketing Science, based at UniSA's School of Marketing, is one of the world's leading centres for research in marketing. We make fundamental discoveries about consumer behaviour and have changed practice at international firms like Coca-Cola, Unilever, Procter & Gamble and Turner Broadcasting.

Earn a professional income

At the Institute, students undertaking an advanced marketing research degree (honours, masters, PhD) have the opportunity to earn a professional income. We offer the opportunity for students to conduct research for commercial clients, teach undergraduate students at the School of Marketing, and make discoveries that help change marketing practice around the world.

Exciting research areas and topics

Postgraduate students can select from exciting research areas including advertising, branding, sustainable marketing, wine marketing, pricing, buyer behaviour, media and more.

More career options

You can carry on to a permanent career in research, become an academic, or use your experience and advanced qualifications to seek more senior positions in industry.

Scholarships

Full-time students who are accepted into a research degree with the Institute can apply for a tax-free scholarship offered by the School of Marketing.

How to apply

If you would like to explore the opportunity to watch your ideas change marketing practice around the world email your CV to: jobs@marketingscience.info

We accept graduates from disciplines other than marketing, but all applicants must have a GPA of 5+.

To learn more about the Ehrenberg-Bass Institute visit www.Marketingscience.info



The Division of Business
is accredited by the
European Quality
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