



Ehrenberg-Bass
Institute for Marketing Science

Honours in Marketing/Media

The Ehrenberg-Bass Institute for Marketing Science are now recruiting Marketing and Media Honours researchers.

Candidates **MUST** have:

Credit+ average

Competed a Marketing or Media Major

The Ehrenberg-Bass Institute is one of the world's leading marketing and media research Institutes. Our research is funded by corporate sponsors – including P&G, Network 10, Coca-Cola, Turner Broadcasting, AOL, Kraft, Channel 4(UK), General Motors...and many more. See www.MarketingScience.info for more details on this program.

Your research will be on a topic that those working in marketing and/or media industry want to know about, and are eagerly waiting for your results. Plus we provide a research-focused environment where you will be interacting with researchers who are working on parallel projects. We provide lots of support, as well as incentives to get funding to travel to attend conferences interstate and overseas.

Current topics include:

How effective are 15-second TV advertisements relative to 30 second advertisements?

How consistent are lead-in effects on the ratings for television programs?

The incidence and impact of Word-of-mouth in television programs

The nature and effectiveness of brand placements in television

Scholarships of \$10,000 may be available to candidates.

For more information contact:

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