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Title

E-Master of marketing : phase 2 in transnational marketing education / Francis Farrelly...

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Abstract

A previous article in Higher education in Europe (Vol. 24, No. 2, 1999), by three of the authors of the present article, outlined the beginnings of an on-line course. "Marketing theory and practice" (MTP), offered by the Department of Marketing of Monash University in Australia. It noted the opportunities such a development presented in terms of collaboration. Following the successful introduction of MTP on-line (<http://www.buseco.monash.edu.au/Subjects/MKT/MTPonline/>) into the undergraduate programme, the project team applied for a significant funding grant to implement a department-wide strategy for the electronic delivery of marketing education. This implementation includes the development of an E-Master's degree in Marketing, details of which are discussed in this article. (HRK / Abstract übernommen) Farrelly, Francis, E-Mail: francis.farrelly@buseco.monash.edu.au