

MC-COMMK Master of Commerce (Marketing)

Year and Campus:	2010 - Parkville
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Level:	Graduate/Postgraduate
Duration & Credit Points:	200 credit points taken over 24 months full time. This course is available as full or part time.
Coordinator:	Dr Prakash Singh
Contact:	Graduate School of Business and Economics Student Centre Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 Online Enquiries: http://www.gsbe.unimelb.edu.au/future/unity_forms/contact.html (http://www.gsbe.unimelb.edu.au/future/unity_forms/contact.html/) Web: www.melbournegsm.unimelb.edu.au (http://www.gsbe.unimelb.edu.au/)
Course Overview:	The Master of Commerce (Marketing) provides business/commerce graduates with advanced level studies in management and marketing on an internationally recognised pathway. The course offers broader, more comprehensive training in a specialised field and the opportunity to gain research experience through a research project. The course provides a pathway to the PhD program and to careers in areas including consulting, market research, strategy and planning and business analysis.
Objectives:	<p>1. Learning Goal</p> <p>Graduates of this degree will be critical thinkers in relation to marketing theory and practice.</p> <p>Learning objectives to achieve this goal</p> <p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> # Describe and explain the fundamental principles influencing consumers, markets, and organisations; # Evaluate the impact of a variety of environmental factors on the organisation and in the market; and # Interpret and critically evaluate the latest thinking in marketing research through an appreciation of scholarly literature. <p>2. Learning Goal</p> <p>Graduates of this degree will be proficient at analysing and evaluating evidence in relation to marketing issues and in developing solutions to problems in organisations and in society both domestically and internationally.</p> <p>Learning objectives to achieve this goal</p> <p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> # Apply knowledge of theory to analyse real and hypothetical problems in different domestic and international contexts; # Formulate solutions to business problems by being able to effectively define, structure, and prioritise key issues; and # Formulate theories and hypotheses and collect data and analyse data to test their ideas. <p>3. Learning Goal</p> <p>Graduates of this degree will be effective decision makers in business and commerce.</p> <p>Learning objectives to achieve this goal</p> <p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> # Articulate the connection between marketing activities and the performance of the firm; # Evaluate the applicability of various theories and techniques to marketing related problems; and # Employ a range of tools of analysis' pertinent to the evaluation of evidence in the business sector.

Course Structure & Available Subjects:	The Master of Commerce (Marketing) consists of three core subjects, eleven elective subjects and the (double subject) Research Report.																																																			
Subject Options:	<p>Three core subjects</p> <table border="1" data-bbox="389 259 1485 521"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MGMT40003 Advanced Management Theory</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MGMT40006 Advanced Research Methods</td> <td>February</td> <td>12.50</td> </tr> <tr> <td>MGMT90134 Writing and Publishing Reports</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p>Eight elective subjects Selection of eight Honours/Masters-level subjects from the following list (with a minimum of 4 of these subjects to be taken from the Marketing discipline):</p> <table border="1" data-bbox="389 607 1485 1267"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>325-401 Advanced Organisational Behaviour</td> <td>Not offered 2010</td> <td>12.50</td> </tr> <tr> <td>MGMT40002 Advanced Human Resource Management</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MKTG40001 Advanced Marketing Management</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MGMT40005 Advanced Strategic Management</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MGMT40007 Advanced Managing Workplace Conflict</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MGMT40009 Advanced Consumer Behaviour</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>325-496 Advanced Marketing Metrics</td> <td>Not offered 2010</td> <td>12.50</td> </tr> <tr> <td>MGMT40012 Advanced Operations Management</td> <td>July</td> <td>12.50</td> </tr> <tr> <td>MGMT40010 Advanced Marketing Communications</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>IBUS90002 Asian Business and Management</td> <td>Semester 1</td> <td>12.50</td> </tr> </tbody> </table> <p>And three 600-level elective subjects from the Graduate School of Business and Economics offerings approved by the Program Director. Research report and workshop (Students must enrol in this subject in two consecutive semesters):</p> <table border="1" data-bbox="389 1384 1485 1532"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MGMT90133 Research Report</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p>Recommended course plan for the Master of Commerce (Marketing)</p> <p>Year 1 The first year of the Master of Commerce (Management) or Master of Commerce (Marketing) consists of eight semester-length subjects comprising three core subjects and five elective subjects.</p> <p>Semester 1 325-407 Advanced Management Theory (/view/2010/325-407) (core) 325-410 Advanced Management Research (/view/2010/325-410) (core) 400-level elective 400-level elective</p> <p>Semester 2 325-616 Writing and Publishing Reports (/view/2010/325-616) (core) 400-level elective 400-level elective 400-level elective</p> <p>Year 2</p>	Subject	Study Period Commencement:	Credit Points:	MGMT40003 Advanced Management Theory	Semester 1	12.50	MGMT40006 Advanced Research Methods	February	12.50	MGMT90134 Writing and Publishing Reports	Semester 2	12.50	Subject	Study Period Commencement:	Credit Points:	325-401 Advanced Organisational Behaviour	Not offered 2010	12.50	MGMT40002 Advanced Human Resource Management	Semester 2	12.50	MKTG40001 Advanced Marketing Management	Semester 1	12.50	MGMT40005 Advanced Strategic Management	Semester 1	12.50	MGMT40007 Advanced Managing Workplace Conflict	Semester 2	12.50	MGMT40009 Advanced Consumer Behaviour	Semester 2	12.50	325-496 Advanced Marketing Metrics	Not offered 2010	12.50	MGMT40012 Advanced Operations Management	July	12.50	MGMT40010 Advanced Marketing Communications	Semester 1	12.50	IBUS90002 Asian Business and Management	Semester 1	12.50	Subject	Study Period Commencement:	Credit Points:	MGMT90133 Research Report	Semester 1, Semester 2	12.50
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	<p>The second year of the Master of Commerce (Management) or Master of Commerce (Marketing) consists of eight semester-length subjects comprising six elective subjects and the (double subject) Research Report.</p> <p>Semester 1 325-626 Research Report (core)(12.5 points) 400-level elective 400-level elective 600-level elective</p> <p>Semester 2 325-626 Research Report (12.5 points) 400-level elective 600-level elective 600-level elective</p>
Entry Requirements:	<p>Year 1</p> <p>1. The Selection Committee will evaluate the applicant's ability to pursue successfully the course using the following criteria:</p> <ul style="list-style-type: none"> # An undergraduate or postgraduate degree with the equivalent of a major in management, marketing or a related discipline [including successful completion of the Master of Management] with at least an H2B (70%) average, or equivalent; # Performance on the GMAT unless the applicant has met one of the approved conditions for GMAT exemption; and # Personal statement by the applicant relating to motivation, personal circumstances, work and life experiences. <p>2. The Selection Committee may conduct interviews and tests and may call for referee reports and employer references, as appropriate, to elucidate any of the matters referred to above.</p> <p>Year 2</p> <p>Students who meet the following requirements may be admitted directly into Year 2 of the program.</p> <p>1. The Selection Committee will evaluate the applicant's ability to pursue successfully the course using the following criteria:</p> <ul style="list-style-type: none"> # Either the equivalent of a four year Honours degree in management or marketing with at least an H2B (70%) average or a relevant postgraduate degree with at least H2B (70%) average, or equivalent; # Performance on the GMAT unless the applicant has met one of the approved conditions for GMAT exemption; and # Personal statement by the applicant relating to motivation, personal circumstances, work and life experiences. <p>2. The Selection Committee may conduct interviews and tests and may call for referee reports and employer references, as appropriate, to elucidate any of the matters referred to above.</p>
Core Participation Requirements:	<p>For the purpose of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this course are articulated in the Course Description, Course Objectives and Generic Skills of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/</p>
Graduate Attributes:	<p>On successful completion of this degree graduates will be: Receptive to alternative ideas through a review of the literature and through class participation and assessment; Ethical in their approach to research and work practices; Advanced in their critical evaluation and use of marketing theories; Skilled in undertaking independent research in marketing; Advanced in problem solving through their understanding of marketing issues and able to apply marketing theories and research methods to decision making; Adept at retrieval, summary and interpretation of data and information through class exercises and assessment; Able to apply marketing ideas, theories, models and evidence to real-world business problems; Independent and effective in communication of ideas; Collaborate and be effective in teams; and Ability to take a wider, global perspective of business in society and to be attuned to issues of cultural diversity.</p>
Generic Skills:	<p>On successful completion of this degree students should have enhanced their skills in:</p>

	<ul style="list-style-type: none"> # Critical evaluation of evidence in support of an argument or proposition; # Problem solving in marketing through the ability to define, structure, and prioritise issues; and collect and analyse data to test ideas; # Communication of marketing ideas, theories and solutions to peers and the wider community; # Ability to synthesize ideas, theories and data in developing solutions to business problems; # Ethical practice through a knowledge of corporate governance processes and implementation; # Independent research skills including the retrieval, interpretation and summary of information; and # Teamwork through collaborative exercises in workshops and assessment.
Notes:	<p>Duration</p> <p>A full-time candidate is expected to complete the course in four consecutive semesters (two years). A part-time candidate is expected to complete the course in eight consecutive semesters (four years) and to take the equivalent of two subjects in each semester. The maximum time permitted for completion is four years.</p> <p>Postgraduate Diploma in Commerce (Marketing)</p> <p>Students enrolled in a Master of Commerce (Marketing) who are either unable or choose not to continue with their studies may be eligible to be awarded the Postgraduate Diploma in Commerce (Marketing). Students must have successfully completed a total of eight subjects drawn from the Master of Commerce core and elective list to be eligible to exit with the Postgraduate Diploma.</p>