

## MC-COMMKT Master of Commerce (Marketing)

<b>Year and Campus:</b>	2016 - Parkville
<b>CRICOS Code:</b>	075103F
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Level:</b>	Graduate/Postgraduate
<b>Duration &amp; Credit Points:</b>	150 credit points taken over 18 months full time. This course is available as full or part time.
<b>Coordinator:</b>	Dr Ben Neville
<b>Contact:</b>	<p>Currently enrolled students:</p> <ul style="list-style-type: none"> <li># General information: <a href="https://ask.unimelb.edu.au">https://ask.unimelb.edu.au</a> (<a href="https://ask.unimelb.edu.au/">https://ask.unimelb.edu.au/</a>)</li> <li># <b>Contact Stop 1</b> (<a href="http://students.unimelb.edu.au/stop1">http://students.unimelb.edu.au/stop1</a>)</li> </ul> <p>Future Students:</p> <ul style="list-style-type: none"> <li># Further information: <a href="http://mbs.unimelb.edu.au/study/degrees">mbs.unimelb.edu.au</a> (<a href="http://mbs.unimelb.edu.au/study/degrees">http://mbs.unimelb.edu.au/study/degrees</a>)</li> <li># <b>Submit an enquiry</b> (<a href="https://enquiry.app.unimelb.edu.au/Web3/EnquiryForm.aspx?FormType=MC-COMMKT&amp;cc=MC-COMMKT&amp;fn=MBS%20%20">https://enquiry.app.unimelb.edu.au/Web3/EnquiryForm.aspx?FormType=MC-COMMKT&amp;cc=MC-COMMKT&amp;fn=MBS%20%20</a>)</li> </ul>
<b>Course Overview:</b>	<p>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 careers in areas including consulting, market research, strategy, planning and business analysis.</p>
<b>Learning Outcomes:</b>	<p><b>1. Learning Goal</b></p> <p>Graduates of this degree will be critical thinkers in relation to marketing theory and practice.</p> <p><b>Learning objectives to achieve this goal</b></p> <p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> <li># Describe and explain the fundamental principles influencing consumers, markets, and organisations;</li> <li># Evaluate the impact of a variety of environmental factors on the organisation and in the market; and</li> <li># Interpret and critically evaluate the latest thinking in marketing research through an appreciation of scholarly literature.</li> </ul> <p><b>2. Learning Goal</b></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><b>Learning objectives to achieve this goal</b></p> <p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> <li># Apply knowledge of theory to analyse real and hypothetical problems in different domestic and international contexts;</li> <li># Formulate solutions to business problems by being able to effectively define, structure, and prioritise key issues; and</li> <li># Formulate theories and hypotheses and collect data and analyse data to test their ideas.</li> </ul> <p><b>3. Learning Goal</b></p> <p>Graduates of this degree will be effective decision makers in business and commerce.</p> <p><b>Learning objectives to achieve this goal</b></p> <p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> <li># Articulate the connection between marketing activities and the performance of the firm;</li> <li># Evaluate the applicability of various theories and techniques to marketing related problems; and</li> </ul>

	# 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) is an 18 month full-time or 36 month part-time program that can be completed by taking one of two pathways: the Consulting Pathway or Research Pathway.																																																						
Subject Options:	<p><b>CONSULTING PATHWAY</b></p> <p>The Master of Commerce (Marketing) Consulting Pathway consists of three foundation subjects, one consulting core subject, two core Marketing constrained choice subjects, four elective subjects and two consulting capstone subjects.</p> <p><b>Three foundation subjects</b></p> <p>Students must select all three of the following subjects:</p> <table><tr><th>Subject</th><th>Study Period Commencement:</th><th>Credit Points:</th></tr><tr><td>MGMT90202 Foundations in Qualitative Methods</td><td>Semester 1</td><td>12.50</td></tr><tr><td>MGMT90203 Foundations in Quantitative Methods</td><td>Semester 1</td><td>12.50</td></tr><tr><td>MGMT90205 Organisation Research Decisions &amp; Design</td><td>Semester 1</td><td>12.50</td></tr></table> <p><b>One consulting core subject</b></p> <table><tr><th>Subject</th><th>Study Period Commencement:</th><th>Credit Points:</th></tr><tr><td>MGMT90148 Consulting Fundamentals</td><td>Semester 1, Semester 2</td><td>12.50</td></tr></table> <p><b>Two core Marketing constrained choice subjects</b></p> <p>A minimum of two subjects must be selected from our advanced Masters-level Marketing subjects:</p> <table><tr><th>Subject</th><th>Study Period Commencement:</th><th>Credit Points:</th></tr><tr><td>MKTG90023 Advanced Consumer Behaviour</td><td>Semester 2</td><td>12.50</td></tr><tr><td>MKTG90024 Advanced Marketing Management</td><td>Semester 1</td><td>12.50</td></tr></table> <p><b>Four elective subjects</b></p> <p>A minimum of one subject chosen from our advanced Masters-level subjects:</p> <table><tr><th>Subject</th><th>Study Period Commencement:</th><th>Credit Points:</th></tr><tr><td>MGMT90193 Advanced Human Resource Management</td><td>Semester 2</td><td>12.50</td></tr><tr><td>MGMT90194 Advanced International Business</td><td>Not offered 2016</td><td>12.50</td></tr><tr><td>MGMT90195 Advanced Management Theory</td><td>Semester 1</td><td>12.50</td></tr><tr><td>MGMT90196 Advanced Operations Management</td><td>Semester 2</td><td>12.50</td></tr><tr><td>MGMT90197 Advanced Organisational Behaviour</td><td>Semester 2</td><td>12.50</td></tr><tr><td>MGMT90200 Advanced Strategic Management</td><td>Not offered 2016</td><td>12.50</td></tr><tr><td>MKTG90023 Advanced Consumer Behaviour</td><td>Semester 2</td><td>12.50</td></tr><tr><td>MKTG90024 Advanced Marketing Management</td><td>Semester 1</td><td>12.50</td></tr></table>	Subject	Study Period Commencement:	Credit Points:	MGMT90202 Foundations in Qualitative Methods	Semester 1	12.50	MGMT90203 Foundations in Quantitative Methods	Semester 1	12.50	MGMT90205 Organisation Research Decisions & Design	Semester 1	12.50	Subject	Study Period Commencement:	Credit Points:	MGMT90148 Consulting Fundamentals	Semester 1, Semester 2	12.50	Subject	Study Period Commencement:	Credit Points:	MKTG90023 Advanced Consumer Behaviour	Semester 2	12.50	MKTG90024 Advanced Marketing Management	Semester 1	12.50	Subject	Study Period Commencement:	Credit Points:	MGMT90193 Advanced Human Resource Management	Semester 2	12.50	MGMT90194 Advanced International Business	Not offered 2016	12.50	MGMT90195 Advanced Management Theory	Semester 1	12.50	MGMT90196 Advanced Operations Management	Semester 2	12.50	MGMT90197 Advanced Organisational Behaviour	Semester 2	12.50	MGMT90200 Advanced Strategic Management	Not offered 2016	12.50	MKTG90023 Advanced Consumer Behaviour	Semester 2	12.50	MKTG90024 Advanced Marketing Management	Semester 1	12.50
Subject	Study Period Commencement:	Credit Points:																																																					
MGMT90202 Foundations in Qualitative Methods	Semester 1	12.50																																																					
MGMT90203 Foundations in Quantitative Methods	Semester 1	12.50																																																					
MGMT90205 Organisation Research Decisions & Design	Semester 1	12.50																																																					
Subject	Study Period Commencement:	Credit Points:																																																					
MGMT90148 Consulting Fundamentals	Semester 1, Semester 2	12.50																																																					
Subject	Study Period Commencement:	Credit Points:																																																					
MKTG90023 Advanced Consumer Behaviour	Semester 2	12.50																																																					
MKTG90024 Advanced Marketing Management	Semester 1	12.50																																																					
Subject	Study Period Commencement:	Credit Points:																																																					
MGMT90193 Advanced Human Resource Management	Semester 2	12.50																																																					
MGMT90194 Advanced International Business	Not offered 2016	12.50																																																					
MGMT90195 Advanced Management Theory	Semester 1	12.50																																																					
MGMT90196 Advanced Operations Management	Semester 2	12.50																																																					
MGMT90197 Advanced Organisational Behaviour	Semester 2	12.50																																																					
MGMT90200 Advanced Strategic Management	Not offered 2016	12.50																																																					
MKTG90023 Advanced Consumer Behaviour	Semester 2	12.50																																																					
MKTG90024 Advanced Marketing Management	Semester 1	12.50																																																					

A maximum of three subjects chosen from any of our Masters-level subject offerings or from outside the department with program director approval:

*We recommended the following electives as directly relevant to consulting.*

Subject	Study Period Commencement:	Credit Points:
BUSA90473 Melbourne Business Practicum	February, July	12.50
BUSA90485 Global Business Practicum	January, July	12.50
MGMT90011 Managing Stakeholders	Semester 1	12.50
MGMT90017 HR Consulting	Semester 1	12.50
MGMT90022 Managing Organisational Change	August	12.50
MGMT90031 Project Management	Semester 1, Semester 2	12.50
MGMT90037 Conflict and Negotiation	July	12.50

### Two capstone consulting subjects

Students must enrol in both of the following subjects in the same semester:

Subject	Study Period Commencement:	Credit Points:
MGMT90147 Consulting Project	Semester 1, Semester 2	12.5
MGMT90192 Consulting Practice	Semester 1, Semester 2	12.5

### RESEARCH PATHWAY

The Master of Commerce (Marketing) Research Pathway consists of three foundation subjects, one advanced level methods subject, two core Management constrained choice subjects, four elective subjects and the (double subject) Research Report.

### Three foundation subjects

Subject	Study Period Commencement:	Credit Points:
MGMT90202 Foundations in Qualitative Methods	Semester 1	12.50
MGMT90203 Foundations in Quantitative Methods	Semester 1	12.50
MGMT90205 Organisation Research Decisions & Design	Semester 1	12.50

### One core Advanced Methods subject

At least one subject must be selected from our advanced-level Methods subjects:

Subject	Study Period Commencement:	Credit Points:
MGMT90198 Advanced Qualitative Research Methods	Semester 2	12.50
MGMT90199 Advanced Quantitative Research Methods	Semester 2	12.50

### Two core Management constrained choice subjects

A maximum of three subjects must be selected from our advanced-level Marketing subjects:

Subject	Study Period Commencement:	Credit Points:
MKTG90023 Advanced Consumer Behaviour	Semester 2	12.50

MKTG90024 Advanced Marketing Management

Semester 1

12.50

**Four elective subjects**

A minimum of two subjects chosen from our Advanced Masters-level subjects:

Subject	Study Period Commencement:	Credit Points:
MGMT90193 Advanced Human Resource Management	Semester 2	12.50
MGMT90194 Advanced International Business	Not offered 2016	12.50
MGMT90195 Advanced Management Theory	Semester 1	12.50
MGMT90196 Advanced Operations Management	Semester 2	12.50
MGMT90197 Advanced Organisational Behaviour	Semester 2	12.50
MGMT90200 Advanced Strategic Management	Not offered 2016	12.50
MKTG90023 Advanced Consumer Behaviour	Semester 2	12.50
MKTG90024 Advanced Marketing Management	Semester 1	12.50

A maximum of two subjects chosen from any of our Masters-level subject offerings or from outside the department with program director approval. We recommend that students in the research pathway do all advanced level subjects.

**Research Report**

The research report is a 25 point subject. Students can enrol in the research report across two semesters or in a single semester.

Subject	Study Period Commencement:	Credit Points:
MGMT90133 Research Report	Semester 1, Semester 2	12.50

Students must complete the research report or equivalent to be eligible to apply for entry into the PhD program.

Students who have previously completed a research project/component that accounts for at least 25% of their year's work during a four-year Honours degree or equivalent will be exempt from undertaking MGMT90133 Research Report.

**Entry Requirements:**

1. In order to be considered for entry, applicants must have completed:

- # an undergraduate or postgraduate degree with a major in management, marketing or a related discipline with a weighted average mark of at least H2B (70%), or equivalent;
- # a personal statement outlining why they wish to be considered for the course; and
- # the Graduate Management Admissions Test (GMAT) or Graduate Record Examination (GRE) unless the applicant has completed an undergraduate degree in Australia or New Zealand or met one of the approved conditions for GMAT or GRE exemption.

Meeting these requirements does not guarantee selection.

2. In ranking applications, the Selection Committee will consider:

- # prior academic performance; and
- # the GMAT or GRE score unless the applicant has completed an undergraduate degree in Australia or New Zealand or met one of the approved conditions for GMAT or GRE exemption; and
- # the personal statement.

3. The Selection Committee may seek further information to clarify any aspect of an application in accordance with the Academic Board **rules** (<http://about.unimelb.edu.au/academicboard/resolutions>) on the use of selection instruments.

4. The minimum English language requirements for this course are **Band 6.5** (<http://futurestudents.unimelb.edu.au/admissions/entry-requirements/language-requirements>) .

<b>Core Participation Requirements:</b>	<p>The Faculty of Business and Economics welcomes applications from students with disabilities. It is University and Faculty policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the Faculty's programs. The BCom and Masters degrees of the Faculty of Business and Economics equip graduates with the knowledge and technical skills necessary to understand and participate in the modern business world. The degrees include the following academic requirements for study: (1) The ability to explain and evaluate concepts, theories, institutional arrangements and operations of modern mixed economies;(2) The ability to critically evaluate the economy, commerce and business in the broader social and political context;(3) The ability to explain and apply concepts across a range of commerce and business disciplines in solving business and policy problems; and(4) The ability to contribute positively to the development of organisations and society in relation to business, government and the commercial professions. All students of the Faculty's courses must possess intellectual, ethical, and emotional capabilities required to participate in the full curriculum and to achieve the levels of competence required by the Faculty. Candidates for the BCom degree and for FBE Masters degrees must have abilities and skills in communication; in conceptual, integrative, and quantitative dimensions; and in behavioural and social dimensions. I. Communication: The student must be able to communicate effectively and efficiently in oral and/or written form. A student must have the ability to clearly and independently communicate knowledge and application of a discipline, principles or practices during assessment tasks, and in some discipline streams. II. Intellectual#Conceptual, Integrative and Quantitative Abilities: The student is expected to have the ability to develop problem#solving skills and demonstrate the ability to establish study plans and priorities. These abilities include measurement, calculation, reasoning, analysis, and synthesis. Problem solving requires all of these intellectual abilities. Students should also have the ability to comprehend complex disciplinary and cross disciplinary information related to the BCom and Masters degrees. III. Behavioural and Social Attributes: A student must possess behavioural and social attributes that enable them to participate in a complex learning environment and the emotional health required for full utilisation of his/her intellectual abilities. Students are required to take responsibility for their own participation and learning. They also contribute to the learning of other students in collaborative learning environments, demonstrating interpersonal skills and an understanding of the needs of other students. Assessment may include the outcomes of tasks completed in collaboration with other students. Integrity, concern for others, interpersonal skills, interest, and motivation are all personal qualities that are deemed necessary for students enrolled in FBE courses. Students who feel their disability will prevent them from participating in tasks involving the inherent academic requirements of the BCom and FBE Masters courses are encouraged to contact the Disability Liaison Unit. Adjustments can be provided to minimise the impact of a disability, but students should participate in the course in an independent manner.</p>
<b>Graduate Attributes:</b>	<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>
<b>Generic Skills:</b>	<p><b>On successful completion of this degree students should have enhanced their skills in:</b></p> <ul style="list-style-type: none"> <li># Critical evaluation of evidence in support of an argument or proposition;</li> <li># Problem solving in marketing through the ability to define, structure, and prioritise issues; and collect and analyse data to test ideas;</li> <li># Communication of marketing ideas, theories and solutions to peers and the wider community;</li> <li># Ability to synthesize ideas, theories and data in developing solutions to business problems;</li> <li># Ethical practice through a knowledge of corporate governance processes and implementation;</li> <li># Independent research skills including the retrieval, interpretation and summary of information; and</li> <li># Teamwork through collaborative exercises in workshops and assessment.</li> </ul>

<b>Notes:</b>	<p><b>Duration</b></p> <p>A full-time candidate is expected to complete the course in three consecutive semesters (18 months). A part-time candidate is expected to complete the course in six consecutive semesters (three years) and to take the equivalent of two subjects in each semester.</p> <p><b>Postgraduate Diploma in Marketing</b></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 Marketing. Students must have successfully completed a total of eight subjects comprising two core and six elective Master of Commerce (Marketing) subjects to be eligible to exit with the Postgraduate Diploma.</p>
---------------	---