

208-724 Managing Markets

Credit Points:	12.500
Level:	Graduate/Postgraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: This subject is taught using multimedia teaching techniques and is based around business case studies. Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p><p>It is University 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 University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p> </p>
Coordinator:	Mr Peter McSweeney
Subject Overview:	This subject teaches the concepts and skills required to manage the marketing function within any organisation. Students learn to analyze markets, select targets and develop product, price, promotion and distribution strategies for businesses. The subject will include contemporary and comprehensive case studies from both North America and Australia.
Assessment:	Online Discussion Participation (20%), Group Assignments, 4000 words (40%), Individual Assignment, 3000 words (40%).
Prescribed Texts:	None
Recommended Texts:	Kotler, P. and Armstrong, G., Principles of Marketing, 10th ed, 2003
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Related Course(s):	Graduate Certificate in Agribusiness Master of Agribusiness (Coursework) Master of Food Science Postgraduate Diploma in Food Science