

286-AL Master of Applied Commerce (Marketing)

| Year and Campus: | 2008 | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|----------------|--|---------|----------------------------|----------------|-------------------------------|------------------------|-------|---------|----------------------------|----------------|--|--------------------------------|-------|------------------------------|------------------------|-------|------------------------------|--------------------------------|-------|-----------------------------------|------------------------|-------|
| Fees Information: | Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees | | | | | | | | | | | | | | | | | | | | | | | |
| Level: | Graduate/Postgraduate | | | | | | | | | | | | | | | | | | | | | | | |
| Duration & Credit Points: | | | | | | | | | | | | | | | | | | | | | | | | |
| Contact: | Graduate School Office, Faculty of Economics and Commerce | | | | | | | | | | | | | | | | | | | | | | | |
| Course Overview: | This course aims to provide graduates with a comprehensive advanced grounding in core business areas, with an in-depths specialist training in marketing. | | | | | | | | | | | | | | | | | | | | | | | |
| Objectives: | <p>On successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> # Analyse the fundamental principles involved in managing consumers and brands; # Explain the critical importance of marketing management, marketing research, branding, consumer behaviour, promotion and communications and services marketing for superior business performance; # Apply marketing principles by conducting an in-depth marketing plan project, using a real-world company as an example; # Synthesise schools of thought in all marketing disciplines; and # Critically evaluate a marketing plan. <p>On successful completion of this course, students should be able to demonstrate the following attributes and skills:</p> <ul style="list-style-type: none"> # Solving complex marketing problems; # Accessing empirical and theoretical research from various sources; # Team work; # Analysis and synthesis of information; and # Oral and written communication skills. | | | | | | | | | | | | | | | | | | | | | | | |
| Course Structure & Available Subjects: | The Master of Applied Commerce (Marketing) 16 Subject Program consists of sixteen semester-length subjects comprising two fundamentals subjects, six business foundation subjects, five marketing subjects and three additional elective subjects. | | | | | | | | | | | | | | | | | | | | | | | |
| Subject Options: | <p>Two fundamentals subjects:</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>325-491 Business Fundamentals</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p>and one 200- or 300-level Economics and Commerce subject as approved by the Academic Director of the Master of Applied Commerce (Marketing). Students who have completed appropriate undergraduate study may be exempted (not credited) from undertaking these fundamentals subjects.</p> <p>Six core business foundation subjects:</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>306-660 Accounting for Decision Making</td> <td>Semester 1, Semester 2, Summer</td> <td>12.50</td> </tr> <tr> <td>316-660 Managerial Economics</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>325-640 Marketing Management</td> <td>Semester 1, Semester 2, Summer</td> <td>12.50</td> </tr> <tr> <td>325-663 Human Resource Management</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p>Select ONE of the following two subjects:</p> | | | Subject | Study Period Commencement: | Credit Points: | 325-491 Business Fundamentals | Semester 1, Semester 2 | 12.50 | Subject | Study Period Commencement: | Credit Points: | 306-660 Accounting for Decision Making | Semester 1, Semester 2, Summer | 12.50 | 316-660 Managerial Economics | Semester 1, Semester 2 | 12.50 | 325-640 Marketing Management | Semester 1, Semester 2, Summer | 12.50 | 325-663 Human Resource Management | Semester 1, Semester 2 | 12.50 |
| Subject | Study Period Commencement: | Credit Points: | | | | | | | | | | | | | | | | | | | | | | |
| 325-491 Business Fundamentals | Semester 1, Semester 2 | 12.50 | | | | | | | | | | | | | | | | | | | | | | |
| Subject | Study Period Commencement: | Credit Points: | | | | | | | | | | | | | | | | | | | | | | |
| 306-660 Accounting for Decision Making | Semester 1, Semester 2, Summer | 12.50 | | | | | | | | | | | | | | | | | | | | | | |
| 316-660 Managerial Economics | Semester 1, Semester 2 | 12.50 | | | | | | | | | | | | | | | | | | | | | | |
| 325-640 Marketing Management | Semester 1, Semester 2, Summer | 12.50 | | | | | | | | | | | | | | | | | | | | | | |
| 325-663 Human Resource Management | Semester 1, Semester 2 | 12.50 | | | | | | | | | | | | | | | | | | | | | | |

| Subject | Study Period Commencement: | Credit Points: |
|---|----------------------------|----------------|
| 306-662 Information Processes & Control | Semester 1, Semester 2 | 12.50 |
| 333-641 Financial Management | Semester 1, Semester 2 | 12.50 |

Select ONE of the following two subjects:

| Subject | Study Period Commencement: | Credit Points: |
|---|----------------------------|----------------|
| 316-661 Quantitative Methods for Business | Semester 1, Semester 2 | 12.50 |
| 316-802 Macroeconomics for Managers | Semester 1, Semester 2 | 12.50 |

Five marketing subjects selected from:

| Subject | Study Period Commencement: | Credit Points: |
|--|----------------------------|----------------|
| 325-634 Public Relations Management | Semester 1 | 12.50 |
| 325-660 Marketing Plans and Strategy | Semester 2 | 12.50 |
| 325-661 Brand Management | Semester 2, Summer | 12.50 |
| 325-662 Service Marketing | Not offered 2008 | 12.50 |
| 325-666 Customer Behaviour | Semester 1 | 12.50 |
| 325-667 Advertising | Semester 1 | 12.50 |
| 325-671 Business to Business Marketing | Semester 2 | 12.50 |
| 325-680 Marketing Research | Semester 2 | 12.50 |
| 325-681 International Marketing Management | Semester 1, Summer | 12.50 |

Three additional elective subjects:

Three additional elective subjects selected from the Faculty's postgraduate offerings with the permission of the Academic Director of the Program.

Entry Requirements: An undergraduate degree in any discipline, or equivalent.

Core Participation Requirements: <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>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>

Notes:

Assessment
Students must pass all sixteen subjects to qualify for the Master in Applied Commerce (Marketing) 16 Subject Program.

Graduate Diploma in Applied Commerce
Students enrolled in any of Master of Applied Commerce programs who are either unable, or who choose not to continue with their students, may be eligible to exit with a Graduate Diploma in Applied Commerce. Students must have successfully completed four core subjects and four elective subjects, and be in good standing to be eligible to be awarded the Graduate Diploma in Applied Commerce.

Graduate Certificate in Applied Commerce
Students enrolled in any of Master of Applied Commerce programs who are either unable, or who choose not to continue with their studies, may be eligible to exit with a Graduate Certificate

in Applied Commerce. Students must have successfully completed three core subjects and one elective subject, and be in good standing to be awarded the Graduate Certificate in Applied Commerce.

Students who are enrolled in the 16 subject streams of any of the Master of Applied Commerce programs must have successfully completed the two fundamentals subjects, in addition to the above requirements to be eligible for the award of the Graduate Diploma or Graduate Certificate.