

325-640 Marketing Management

Credit Points:	12.500
Level:	Graduate/Postgraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Summer Term, - Taught on campus. Semester 1, - Taught on campus. Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week (Summer Semester, Semester 1, Semester 2). 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>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>
Coordinator:	Dr Philip Harris
Subject Overview:	This subject provides an introduction to the basic concepts, principles and activities of marketing and how to manage an organisation's marketing effort. Some of the principal topics include the analysis of market opportunities, selecting target markets, product planning and management, marketing communications (advertising and promotions, as well as personal selling), management of distribution channels, and pricing decisions. Students are also introduced to the nature of buyer behaviour, including decision-making patterns, purchase behaviours, and customer satisfaction.
Assessment:	A 2-hour examination (50%), assignment(s) not exceeding 4000 words (40%) and class participation (10%).
Prescribed Texts:	None
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
Generic Skills:	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # analyse the fundamental principles involved in managing markets # explain the critical importance of marketing for superior business performance # analyse marketing problems and be capable of applying relevant models/themes to generate appropriate solutions <p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Critical evaluation of an argument. For example, that market share does not necessarily create shareholder value because market share often comes at a cost;

	<ul style="list-style-type: none"> # Application of marketing theories to real world marketing practice; # Problem solving, which should be fostered through the application of appropriate theories or principles. For example, determine when to lower a product price permanently as opposed to using a series of price promotions; # Oral and written communication; # Collaborative learning and team work; # Strategic thinking.
Notes:	<p>Students in the Master of Accounting, the Master of Applied Commerce, the Master of Applied Commerce (Business Analysis and Systems), the Master of Applied Commerce (Marketing), the Master of Applied Commerce (Organisational Change), the Master of Business and Information Technology and the second year of the Master of Financial Management are eligible to undertake this subject.</p>
Related Course(s):	<p>Graduate Certificate in University Management Master Of Applied Commerce (Management) Master Of Applied Commerce (Management) Master of Accounting Master of Accounting Master of Applied Commerce Master of Applied Commerce Master of Applied Commerce (Human Resource Management) Master of Applied Commerce (Human Resource Management) Master of Applied Commerce (International) Master of Applied Commerce (International) Master of Applied Commerce (Marketing) Master of Applied Commerce (Marketing) Master of Applied Commerce (Operations Management) Master of Applied Commerce (Operations Management) Master of Business and Information Technology Master of Business and Information Technology Master of Financial Management Master of Human Resource Management Master of International Business</p>