

360-715 Marketing for Managers

Credit Points:	12.500
Level:	Graduate/Postgraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus. Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: 24 hours of lectures/seminars/workshops/individual supervision 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>
Subject Overview:	This subject introduces the basic theoretical framework of marketing including segmentation, buyer behaviour, product management, market communications, channel management and pricing decisions. Students are also introduced to basic concepts in market research, management or marketing programs and marketing ethics.
Assessment:	One-hour test (20%) Assignments of not more than 1500 words (30%) Field project investigation report of 3000 words (50%)
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>Students who successfully complete this subject should:</p> <p>Understand the value of marketing activities and of a marketing orientation in organisations</p> <p>Acquire a working understanding of the marketing process and its application in private and public sector contexts</p> <p>Develop the ability to apply problem-solving techniques in marketing</p> <p>Develop insight into the importance of the marketing concept in the strategic direction of modern organisations</p>
Related Course(s):	Master of Enterprise (Executive)