

333-685 Marketing Financial Analysis and Control

Credit Points:	6.25
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: January, - Taught on campus.
Time Commitment:	Contact Hours: 18 hours per semester (Summer Semester). Total Time Commitment: Not available
Prerequisites:	333-661 Principles of Finance. This subject is only available to those students that would satisfy the entry criteria for the Master of Applied Finance or who have already completed 100 points in the Master of Financial Management.
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:	Mr Robert Errey
Subject Overview:	Overview of marketing financial analysis management issues; product management – profitability, pricing strategies, new product development; controlling costs; estimating revenue; customer analysis – profitability, value analysis process re-engineering; financial accountability of sales – advertising and market research functions; and competitor analysis.
Objectives:	<p>On successful completion of this subject students should be able to:</p> <ul style="list-style-type: none"> # Apply shareholder value analysis to the assessment of marketing strategies; # Apply rigorous financial analytical techniques to the marketing function and understanding the financial value of customers; # Identify deficiencies in business planning for the marketing function.
Assessment:	One 2-hour end-of-semester examination (50%) and assignments not exceeding 2500 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>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Oral communication # Written communication # Collaborative learning

	<ul style="list-style-type: none"># Problem solving# Team work# Statistical reasoning# Application of theory to practice# Interpretation & analysis# Critical thinking# Synthesis of data and other information# Evaluation of data and other information# Using computer software# Accessing data and other information from a range of sources
Related Course(s):	Master of Applied Finance Master of Finance Master of Financial Management