

286AA Master of Applied Commerce (Marketing)

Year and Campus:	2010 - Parkville																																
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees																																
Level:	Graduate/Postgraduate																																
Duration & Credit Points:	150 credit points taken over 18 months full time. This course is available as full or part time.																																
Coordinator:	Professor Bill Harley																																
Contact:	Graduate School of Business and Economics Student Centre Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 Online Enquiries: http://www.gsbe.unimelb.edu.au/future/unity_forms/contact.html (http://www.gsbe.unimelb.edu.au/future/unity_forms/contact.html/) Web: www.melbournegsm.unimelb.edu.au (http://www.gsbe.unimelb.edu.au/)																																
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. 																																
Course Structure & Available Subjects:	The Master of Applied Commerce (Marketing) 12 Subject Program consists of twelve semester-length subjects comprising six core business foundation subjects, five marketing subjects and one additional elective subject.																																
Subject Options:	<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>ACCT90004 Accounting for Decision Making</td> <td>Summer Term, Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>ECON90015 Managerial Economics</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>MKTG90004 Marketing Management</td> <td>Summer Term, Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>MGMT90018 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> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>BISY90008 Information Processes & Control</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>FNCE90055 Financial Decision Making</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p>Select ONE of the following two subjects:</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>ECOM90009 Quantitative Methods for Business</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	ACCT90004 Accounting for Decision Making	Summer Term, Semester 1, Semester 2	12.50	ECON90015 Managerial Economics	Semester 1, Semester 2	12.50	MKTG90004 Marketing Management	Summer Term, Semester 1, Semester 2	12.50	MGMT90018 Human Resource Management	Semester 1, Semester 2	12.50	Subject	Study Period Commencement:	Credit Points:	BISY90008 Information Processes & Control	Semester 1, Semester 2	12.50	FNCE90055 Financial Decision Making	Semester 1, Semester 2	12.50	Subject	Study Period Commencement:	Credit Points:	ECOM90009 Quantitative Methods for Business	Semester 1, Semester 2	12.50
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	ECON90032 Macroeconomics for Managers	Semester 1, Semester 2	12.50
	Five marketing subjects selected from:		
	Subject	Study Period Commencement:	Credit Points:
	MKTG90002 Product Management	Semester 1	12.50
	MKTG90003 Public Relations Management	Semester 2	12.50
	MKTG90005 Marketing Strategy	Semester 2	12.50
	MKTG90006 Brand Management	Summer Term, Semester 1	12.50
	MKTG90007 Service Marketing	Semester 1	12.50
	MGMT90020 Internet Marketing	Not offered 2010	12.50
	MKTG90008 Consumer Behaviour	Semester 1	12.50
	MKTG90009 Advertising	Semester 2	12.50
	MKTG90010 Marketing Channels	Semester 2	12.50
	MKTG90011 Marketing Research	Semester 2	12.50
	MKTG90012 International Marketing Management	Summer Term, Semester 1	12.50
	One additional elective subject:		
	One additional elective subject selected from the Graduate School of Business and Economics's postgraduate offerings with the permission of the Academic Director of the Program.		
Entry Requirements:	An undergraduate degree in any discipline, or equivalent, plus at least one year of documented work and/or professional experience. Completion of the Graduate Management Admissions Test (GMAT) Personal Statement		
Core Participation Requirements:	For the purpose of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this course are articulated in the Course Description, Course Objectives and Generic Skills of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/		
Graduate Attributes:	On successful completion of this course, students should be able to demonstrate the following attributes and skills: 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.		
Notes:	<p>Please note: The Master of Applied Commerce (Marketing) is no longer available for entry.</p> <p>Assessment Students must pass all twelve subjects to qualify for the Master in Applied Commerce (Marketing) 12 Subject Program.</p> <p>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.</p> <p>Graduate Certificate in Applied Commerce</p>		

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.