

## 286AL Master of Applied Commerce (Marketing)

Year and Campus:	2010 - Parkville																										
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>																										
Level:	Graduate/Postgraduate																										
Duration & Credit Points:	200 credit points taken over 24 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: <a href="http://www.gsbe.unimelb.edu.au/future/unity_forms/contact.html">http://www.gsbe.unimelb.edu.au/future/unity_forms/contact.html</a> ( <a href="http://www.gsbe.unimelb.edu.au/future/unity_forms/contact.html/">http://www.gsbe.unimelb.edu.au/future/unity_forms/contact.html/</a> ) Web: <a href="http://www.melbournegsm.unimelb.edu.au">www.melbournegsm.unimelb.edu.au</a> ( <a href="http://www.gsbe.unimelb.edu.au/">http://www.gsbe.unimelb.edu.au/</a> )																										
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:	On successful completion of this course, students should be able to: # 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) 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><b>Two fundamentals subjects:</b> Two Master of Management foundation subjects as approved by the Program Director. Students who have completed appropriate undergraduate study may be exempted (not credited) from undertaking these fundamentals subjects.</p> <p><b>Six core business foundation subjects:</b></p> <table><tr><th>Subject</th><th>Study Period Commencement:</th><th>Credit Points:</th></tr><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></table> <p>Select ONE of the following two subjects:</p> <table><tr><th>Subject</th><th>Study Period Commencement:</th><th>Credit Points:</th></tr><tr><td>BISY90008 Information Processes &amp; 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></table> <p>Select ONE of the following two subjects:</p>			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
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	<b>Five marketing subjects selected from:</b>																																				
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<b>Three additional elective subjects:</b> Three additional elective subjects selected from the Graduate School of Business and Economics's postgraduate offerings with the permission of the Academic Director of the Program.																																					
<b>Entry Requirements:</b>	An undergraduate degree in any discipline, or equivalent. Completion of the Graduate Management Admissions Test (GMAT) Personal Statement																																				
<b>Core Participation Requirements:</b>	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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>																																				
<b>Graduate Attributes:</b>	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; andOral and written communication skills.																																				
<b>Notes:</b>	<p><b>Please note: The Master of Applied Commerce (Marketing) is no longer available for entry.</b></p> <p><b>Assessment</b> Students must pass all sixteen subjects to qualify for the Master in Applied Commerce (Marketing) 16 Subject Program.</p> <p><b>Graduate Diploma in Applied Commerce</b> 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</p>																																				

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.