

## MC-MGMTMKT Master of Management (Marketing)

<b>Year and Campus:</b>	2010 - Parkville
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Level:</b>	Graduate/Postgraduate
<b>Duration &amp; Credit Points:</b>	200 credit points taken over 24 months full time. This course is available as full or part time.
<b>Coordinator:</b>	Professor Bill Harley
<b>Contact:</b>	<p>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>)</p>
<b>Course Overview:</b>	<p>The Master of Management (Marketing) provides foundation training in a variety of business and management disciplines and specialist training in marketing. It enables graduates to develop, implement and control integrated marketing programs, work closely with managers in other functional areas, and pursue a career in marketing management. The course focuses on the means by which organisations attract and retain customers, and covers many aspects of marketing, including marketing strategy, customer behaviour, relationship marketing, branding and international marketing.</p>
<b>Objectives:</b>	<p>1. Learning Goal  Graduates of this degree will be adept at analysing and evaluating evidence in management decision making in an area of commerce specialisation.  Learning objectives to achieve this goal  On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> <li># Describe and explain the fundamental principles influencing markets and managing organisations; and</li> <li># Evaluate the impact of a variety of cultural and environmental factors on the organisation and in the market.</li> </ul> <p>2. Learning Goal  Graduates of this degree will be strategic and critical thinkers in relation to business, commerce and public policy related issues and in developing solutions to problems in organisations and in society.  Learning objectives to achieve this goal  On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> <li># Explain and critically analyse factors that influence decision making in firms and the economy;</li> <li># Identify strategic issues and solutions in relation to economic problems and activity within firms; and</li> <li># Apply knowledge of theory to analyse real and hypothetical problems in different markets both domestically and internationally.</li> </ul> <p>3. Learning Goal  Graduates of this degree will be effective decision makers in business, commerce and public policy.  Learning objectives to achieve this goal  On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> <li># Apply basic mathematical techniques to analyse business data;</li> <li># Evaluate the applicability of various theories and techniques to business related problems;</li> <li># Employ a range of tools of analysis' pertinent to the evaluation of evidence in business sector;</li> <li># Use evidenced based research techniques to support decisions; and</li> <li># Apply ethical principles and corporate governance strategies to address real world issues and problems.</li> </ul> <p>4. Learning Goal  Graduates of this degree will be cognisant of the critical importance of marketing management, marketing research, branding, consumer behaviour, promotion and communications and services marketing for superior business performance.  Learning objectives to achieve this goal</p>

	<p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> <li># Analyse the fundamental principles involved in managing consumers and brands;</li> <li># Apply marketing principles by conducting an in-depth marketing plan project using a real world company; and</li> <li># Critically evaluate a marketing plan.</li> </ul>																																																												
<b>Course Structure &amp; Available Subjects:</b>	The Master of Management (Marketing) consists of 16 semester-length subjects comprising four foundation subjects to be completed in the first semester of study, two compulsory subjects, eight marketing electives to be selected from the list of marketing subjects, and two free electives to be taken from the Master of Management elective subject listing.																																																												
<b>Subject Options:</b>	<p><b>Four foundation subjects:</b></p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>ECON90015 Managerial Economics</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>ECOM90009 Quantitative Methods for Business</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>MGMT90110 Organisational Fundamentals</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><b>Two compulsory subjects:</b></p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MGMT90004 Organisational Behaviour</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> </tbody> </table> <p><b>Eight marketing electives (to be selected from the list below):</b></p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MKTG90002 Product Management</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MKTG90003 Public Relations Management</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MKTG90005 Marketing Strategy</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MKTG90006 Brand Management</td> <td>Summer Term, Semester 1</td> <td>12.50</td> </tr> <tr> <td>MKTG90007 Service Marketing</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MGMT90020 Internet Marketing</td> <td>Not offered 2010</td> <td>12.50</td> </tr> <tr> <td>MKTG90008 Consumer Behaviour</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MKTG90009 Advertising</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MKTG90010 Marketing Channels</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MKTG90011 Marketing Research</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MKTG90012 International Marketing Management</td> <td>Summer Term, Semester 1</td> <td>12.50</td> </tr> </tbody> </table> <p><b>Two electives:</b> Two free electives to be taken from the Master of Management elective subject listing.</p>	Subject	Study Period Commencement:	Credit Points:	ECON90015 Managerial Economics	Semester 1, Semester 2	12.50	ECOM90009 Quantitative Methods for Business	Semester 1, Semester 2	12.50	MGMT90110 Organisational Fundamentals	Semester 1, Semester 2	12.50	FNCE90055 Financial Decision Making	Semester 1, Semester 2	12.50	Subject	Study Period Commencement:	Credit Points:	MGMT90004 Organisational Behaviour	Semester 1, Semester 2	12.50	MKTG90004 Marketing Management	Summer Term, Semester 1, Semester 2	12.50	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
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<b>Entry Requirements:</b>	<p>1. The Selection Committee will evaluate the applicant's ability to pursue the course successfully using the following criteria:</p> <ul style="list-style-type: none"> <li>• An undergraduate degree in any discipline, or equivalent; and</li> </ul>																																																												

	<ul style="list-style-type: none"> <li>• The applicant's submitted statement of intent in seeking entry; and</li> <li>• Performance on the GMAT unless the applicant has met one of the approved conditions for GMAT exemption.</li> </ul> <p>2. The Selection Committee may conduct interviews and tests and call for referee reports and employer references to elucidate any of the matters referred to above.</p>
<b>Core Participation Requirements:</b>	<p>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></p>
<b>Graduate Attributes:</b>	<p>On successful completion of this degree, graduates should be: Adept at analysing and evaluating evidence in management decision making in an area of commerce specialisation; Strategic and critical thinkers in relation to business and commerce related issues and in developing solutions to problems in organisations and in society; Effective decision makers in business and commerce; Cognisant of the critical importance of marketing management, marketing research, branding, consumer behaviour, promotion and communications and services marketing for superior business performance; Competent in critical evaluation of evidence in support of an argument or proposition; Problem solvers in management through the application of appropriate management theories, principles and data; Clear in articulating management issues, ideas theories and solutions to a range of audiences in written and oral form; Adept at synthesising ideas, theories and data in developing solutions to business and commerce problems; Ethical in their work practice through a knowledge of corporate governance processes; Proficient in conducting research, including accessing information and evidence from a range of sources; and Collaborative in their work practice.</p>
<b>Generic Skills:</b>	<p>On successful completion of this degree students should have enhanced their skills in:</p> <ul style="list-style-type: none"> <li># Critical evaluation of evidence in support of an argument or proposition;</li> <li># Problem solving in marketing through the application of appropriate marketing theories, principles and data;</li> <li># Communication of marketing and commerce related ideas, theories and solutions to peers and the wider community;</li> <li># Ability to synthesize ideas, theories and data in developing solutions to marketing problems;</li> <li># Ethical practice through a knowledge of corporate governance processes and implementation;</li> <li># Research skills including the retrieval of information from a variety of sources; and</li> <li># Teamwork through collaborative exercises in tutorials and assessment.</li> </ul>
<b>Notes:</b>	<p><b>Duration</b> Full-time students will take four subjects per semester for four semesters (approximately two years). Part-time students will usually enrol for eight semesters taking two subjects per semester.</p> <p><b>Assessment</b> Students must pass all sixteen subjects to qualify for the Master of Management (Marketing). Graduate Diploma in Management Students enrolled in any Master of Management programs who are either unable, or who choose not to continue with their studies, may be eligible to exit with a Graduate Diploma in Management. Students must have successfully completed a total of eight subjects, and be in good standing to be eligible to be awarded the Graduate Diploma in Management. Graduate Certificate in Management Students enrolled in any Master of Management programs who are either unable, or who choose not to continue with their studies, may be eligible to exit with a Graduate Certificate in Management. Students must have successfully completed a total of four subjects, and be in good standing to be eligible to be awarded the Graduate Certificate in Management.</p>