

MKTG40001 Advanced Marketing Management

Credit Points:	12.50
Level:	4 (Undergraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: Three hours per week Total Time Commitment: Not available
Prerequisites:	Entry into Master of Commerce (Management)/Master of Commerce (Marketing) or Entry into B Com (Hons)
Corequisites:	None
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for 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/
Coordinator:	Assoc Prof Liliana Bove
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Subject Overview:	This subject expands students' knowledge of major theories and current research in marketing. It includes advanced topics on the role and future of marketing as a discipline including: branding, consumer behaviour decision making, marketing ethics, the service-dominant logic, services marketing and postmodern approaches to consumer research.
Objectives:	On successful completion of this subject a student should be able to: <ul style="list-style-type: none"> • Describe and articulate the importance of marketing and its relationship with other organisational functions • Analyse the conceptual frameworks and analytical tools available to marketing managers and how they can be applied • Critically evaluate marketing initiatives within organisations and understand their likely impact on business performance
Assessment:	A 3-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
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:	<ul style="list-style-type: none"># High level of development: oral communication; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; receptiveness to alternative ideas.# Moderate level of development: written communication; collaborative learning; problem solving; team work; statistical reasoning; application of theory to practice; accessing data and other information from a range of sources.# Some level of development: use of computer software.
Related Course(s):	Master of Commerce (Management) Master of Commerce (Marketing)