

## 286AA Master of Applied Commerce (Marketing)

<b>Year and Campus:</b>	2011 - Parkville																										
<b>CRICOS Code:</b>	037935C																										
<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>	150 credit points taken over 18 months full time. This course is available as full or part time.																										
<b>Coordinator:</b>	Professor Bill Harley																										
<b>Contact:</b>	Graduate School of Business and Economics Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 <b>Online Enquiries</b> ( <a href="https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01311-VZ8293&amp;cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&amp;redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gsbe.html">https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01311-VZ8293&amp;cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&amp;redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gsbe.html</a> ) Web: <a href="http://www.gsbe.unimelb.edu.au">www.gsbe.unimelb.edu.au</a> ( <a href="http://www.gsbe.unimelb.edu.au/">http://www.gsbe.unimelb.edu.au/</a> )																										
<b>Course Overview:</b>	This course aims to provide graduates with a comprehensive advanced grounding in core business areas, with an in-depths specialist training in marketing.																										
<b>Objectives:</b>	<p>On successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li># Analyse the fundamental principles involved in managing consumers and brands;</li> <li># Explain the critical importance of marketing management, marketing research, branding, consumer behaviour, promotion and communications and services marketing for superior business performance;</li> <li># Apply marketing principles by conducting an in-depth marketing plan project, using a real-world company as an example;</li> <li># Synthesise schools of thought in all marketing disciplines; and</li> <li># Critically evaluate a marketing plan.</li> </ul>																										
<b>Course Structure &amp; Available Subjects:</b>	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.																										
<b>Subject Options:</b>	<p><b>Six core business 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>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>Not offered 2011</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 &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> </tbody> </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	Not offered 2011	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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Subject	Study Period Commencement:	Credit Points:
ECOM90009 Quantitative Methods for Business	Semester 1, Semester 2	12.50
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 2011	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	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:**

The Faculty of Business and Economics welcomes applications from students with disabilities. It is University and Faculty 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 Faculty's programs. The BCom and Masters degrees of the Faculty of Business and Economics equip graduates with the knowledge and technical skills necessary to understand and participate in the modern business world. The degrees include the following academic requirements for study: (1) The ability to explain and evaluate concepts, theories, institutional arrangements and operations of modern mixed economies; (2) The ability to critically evaluate the economy, commerce and business in the broader social and political context; (3) The ability to explain and apply concepts across a range of commerce and business disciplines in solving business and policy problems; and (4) The ability to contribute positively to the development of organisations and society in relation to business, government and the commercial professions. All students of the Faculty's courses must possess intellectual, ethical, and emotional capabilities required to participate in the full curriculum and to achieve the levels of competence required by the Faculty. Candidates for the BCom degree and for FBE Masters degrees must have abilities and skills in communication; in conceptual, integrative, and quantitative dimensions; and in behavioural and social dimensions. I. Communication: The student must be able to communicate effectively and efficiently in oral and/or written form. A student must have the ability to clearly and independently communicate knowledge and application of a discipline, principles or practices during assessment tasks, and in some discipline streams. II. Intellectual#Conceptual, Integrative and Quantitative Abilities: The student is expected to have the ability to develop problem#solving skills and demonstrate the ability to establish study plans and priorities. These abilities include measurement, calculation,

	<p>reasoning, analysis, and synthesis. Problem solving requires all of these intellectual abilities. Students should also have the ability to comprehend complex disciplinary and cross disciplinary information related to the BCom and Masters degrees.III. Behavioural and Social Attributes: A student must possess behavioural and social attributes that enable them to participate in a complex learning environment and the emotional health required for full utilisation of his/her intellectual abilities. Students are required to take responsibility for their own participation and learning. They also contribute to the learning of other students in collaborative learning environments, demonstrating interpersonal skills and an understanding of the needs of other students. Assessment may include the outcomes of tasks completed in collaboration with other students. Integrity, concern for others, interpersonal skills, interest, and motivation are all personal qualities that are deemed necessary for students enrolled in FBE courses.Students who feel their disability will prevent them from participating in tasks involving the inherent academic requirements of the BCom and FBE Masters courses are encouraged to contact the Disability Liaison Unit. Adjustments can be provided to minimise the impact of a disability, but students should participate in the course in an independent manner.</p>
<b>Graduate Attributes:</b>	<p>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.</p>
<b>Notes:</b>	<p><b><i>Please note: The Master of Applied Commerce (Marketing) is no longer available for entry.</i></b></p> <p><b>Assessment</b> Students must pass all twelve subjects to qualify for the Master in Applied Commerce (Marketing) 12 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 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><b>Graduate Certificate 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 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.</p> <p>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.</p>