

FNCE90035 Marketing Financial Analysis and Control

Credit Points:	6.25						
Level:	9 (Graduate/Postgraduate)						
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: January, Parkville - Taught on campus.						
Time Commitment:	Contact Hours: This intensive subject is taught over 18 hours Total Time Commitment: Estimated total time commitment of 60 hours per semester						
Prerequisites:	FNCE90019 Principles of Finance. This subject is only available to those students who would satisfy the entry criteria for the Master of Applied Finance or who have already completed 100 points in the Master of Finance (Master of Financial Management). <table border="1" data-bbox="386 629 1485 779"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>FNCE90019 Principles of Finance</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	FNCE90019 Principles of Finance	Semester 1, Semester 2	12.50
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FNCE90019 Principles of Finance	Semester 1, Semester 2	12.50					
Corequisites:	None						
Recommended Background Knowledge:	None						
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 Howard Chan						
Contact:	Graduate School of Business and Economics Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 Online Enquiries (https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01311-VZ8293&cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gsbe.html) Web: www.gsbe.unimelb.edu.au (http://www.gsbe.unimelb.edu.au)						
Subject Overview:	Overview of marketing financial analysis management issues; product management – profitability, pricing strategies, new product development; controlling costs; estimating revenue; customer analysis – profitability, value analysis process re-engineering; financial accountability of sales – advertising and market research functions; and competitor analysis.						
Objectives:	On successful completion of this subject students should be able to: <ul style="list-style-type: none"> # Apply shareholder value analysis to the assessment of marketing strategies; # Apply rigorous financial analytical techniques to the marketing function and understanding the financial value of customers; # Identify deficiencies in business planning for the marketing function. 						
Assessment:	One 2-hour end-of-semester examination (50%) Assignments not exceeding 2500 words (50%)						
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:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Oral communication # Written communication # Collaborative learning # Problem solving # Team work # Statistical reasoning # Application of theory to practice # Interpretation & analysis # Critical thinking # Synthesis of data and other information # Evaluation of data and other information # Using computer software # Accessing data and other information from a range of sources
Related Course(s):	<p>Master of Applied Finance Master of Finance Master of Financial Management</p>