

MC-MGMTMKT Master of Management (Marketing)

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| Year and Campus: | 2011 - Parkville |
| CRICOS Code: | 064503C |
| Fees Information: | Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees |
| 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: | <p>Graduate School of Business and Economics Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670</p> <p>Online Enquiries (https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01288-VB60PQ&cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/mmmkt.html) Web: www.gsbe.unimelb.edu.au (http://www.gsbe.unimelb.edu.au/)</p> |
| Course Overview: | <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> |
| Objectives: | <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"> # Describe and explain the fundamental principles influencing markets and managing organisations; and # Evaluate the impact of a variety of cultural and environmental factors on the organisation and in the market. <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"> # Explain and critically analyse factors that influence decision making in firms and the economy; # Identify strategic issues and solutions in relation to economic problems and activity within firms; and # Apply knowledge of theory to analyse real and hypothetical problems in different markets both domestically and internationally. <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"> # Apply basic mathematical techniques to analyse business data; # Evaluate the applicability of various theories and techniques to business related problems; # Employ a range of tools of analysis' pertinent to the evaluation of evidence in business sector; # Use evidenced based research techniques to support decisions; and # Apply ethical principles and corporate governance strategies to address real world issues and problems. <p>4. Learning Goal</p> |

| | <p>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.</p> <p>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"> # Analyse the fundamental principles involved in managing consumers and brands; # Apply marketing principles by conducting an in-depth marketing plan project using a real world company; and # Critically evaluate a marketing plan. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Course Structure & Available Subjects: | <p>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.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Subject Options: | <p>Four foundation subjects:</p> <table border="1" data-bbox="389 613 1485 931"> <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>Two compulsory subjects:</p> <table border="1" data-bbox="389 960 1485 1193"> <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 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>Eight marketing electives (to be selected from the list below):</p> <table border="1" data-bbox="389 1223 1485 2024"> <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>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>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MKTG90017 Internet Marketing</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MKTG90018 Neuromarketing</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p>Two electives:</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 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 | 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 | MKTG90017 Internet Marketing | Semester 2 | 12.50 | MKTG90018 Neuromarketing | Semester 2 | 12.50 |
| 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 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| MGMT90004 Organisational Behaviour | 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 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKTG90017 Internet Marketing | Semester 2 | 12.50 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKTG90018 Neuromarketing | Semester 2 | 12.50 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| | Two free electives to be taken from the Master of Management elective subject listing. |
| Entry Requirements: | <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"> # An undergraduate degree in any discipline, or equivalent; # The applicant's submitted statement of intent in seeking entry; and # Performance on the GMAT or GRE unless the applicant has met one of the approved conditions for GMAT or GRE exemption. <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> <p>Notes:</p> <p>(a) Students who successfully complete the Graduate Certificate in Management may be eligible to progress to the Graduate Diploma in Management or the Master of Management with 50 points credit. Students who successfully complete the Graduate Diploma in Management may be eligible to progress to the Master of Management with 100 points credit.</p> <p>(b) Students who discontinue from the Graduate Diploma in Management but have successfully completed the requirements of the Graduate Certificate in Management will be eligible to receive the Graduate Certificate in Management as an exit award. Students who discontinue from the Master of Management (including any of its named streams) but have successfully completed the requirements of the Graduate Diploma in Management or the Graduate Certificate in Management will be eligible to receive the Graduate Diploma in Management or the Graduate Certificate in Management, respectively, as an exit award.</p> |
| Core Participation Requirements: | <p>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.</p> <p>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.</p> <p>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, 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.</p> <p>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> |

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| <p>Graduate Attributes:</p> | <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> |
| <p>Generic Skills:</p> | <p>On successful completion of this degree students should have enhanced their skills in:</p> <ul style="list-style-type: none"> # Critical evaluation of evidence in support of an argument or proposition; # Problem solving in marketing through the application of appropriate marketing theories, principles and data; # Communication of marketing and commerce related ideas, theories and solutions to peers and the wider community; # Ability to synthesize ideas, theories and data in developing solutions to marketing problems; # Ethical practice through a knowledge of corporate governance processes and implementation; # Research skills including the retrieval of information from a variety of sources; and # Teamwork through collaborative exercises in tutorials and assessment. |
| <p>Notes:</p> | <p>Duration 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>Assessment Students must pass all sixteen subjects to qualify for the Master of Management (Marketing).</p> <p>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 four Master of Management foundation subjects to be awarded the Graduate Certificate in Management.</p> <p>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 four foundation subjects and four Master of Management subjects to be awarded the Graduate Diploma in Management.</p> |