

MGMT90045 Marketing for Managers

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2011, Hawthorn This subject commences in the following study period/s: Semester 1, Hawthorn - Taught on campus. Intensive Mode
Time Commitment:	Contact Hours: 24 hours of lectures/seminars/workshops/individual supervision Total Time Commitment: Estimated total time commitment of 120 hours.
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request 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 Overview, Objectives, Assessment and Generic Skills sections of this entry. It is University 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 University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and the Disability Liaison Unit: http://www.services.unimelb.edu.au/disability/
Contact:	Melbourne Consulting and Custom Programs Level 3, 442 Auburn Rd Hawthorn VIC 3122 Email: moe@mccp.unimelb.edu.au (mailto:moe@mccp.unimelb.edu.au)
Subject Overview:	This subject introduces the basic theoretical framework of marketing including segmentation, buyer behaviour, product management, market communications, channel management and pricing decisions. Students are also introduced to basic concepts in market research, management or marketing programs and marketing ethics.
Objectives:	Students who successfully complete this subject should: <ul style="list-style-type: none"> # Understand the nature and challenges of being market oriented. # Know how to define markets and segment them, as well as how to target market segments and position with them. # Appreciate the complexities of customer behaviours and in particular the role of the customer's unconscious thoughts and emotions. # Understand and analyse the nature of the customer experience and understand how integrated branding and communications can be used to improve the customer experience. # Understand how pricing practices can be improved to yield increased customer value and higher profits.
Assessment:	Class participation - 20% Assignments of not more than 3000 words - 30% Field project investigation report - 50%
Prescribed Texts:	Course materials are provided to all participants.
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:	Students who successfully complete this subject should: <ul style="list-style-type: none"># Understand the value of marketing activities and of a marketing orientation in organisations# Acquire a working understanding of the marketing process and its application in private and public sector contexts# Develop the ability to apply problem-solving techniques in marketing# Develop insight into the importance of the marketing concept in the strategic direction of modern organisations
Links to further information:	http://www.mccp.unimelb.edu.au/subjects/marketing-for-managers
Related Course(s):	Master of Enterprise (Executive)