

# GC-MKTMGT Graduate Certificate in Marketing Management

<b>Year and Campus:</b>	2012 - Parkville																				
<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>	50 credit points taken over 12 months part time.																				
<b>Coordinator:</b>	Associate Prof Liliana Bove																				
<b>Contact:</b>	<p>Graduate School of Business and Economics  Level 4, 198 Berkeley Street  Telephone: +61 3 8344 1670</p> <p><b>Online Enquiries</b> (<a href="https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01274-W6T3V9&amp;cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&amp;redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gcmm.html">https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01274-W6T3V9&amp;cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&amp;redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gcmm.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>)</p>																				
<b>Course Overview:</b>	<p>The Graduate Certificate in Marketing Management is designed especially for prospective students from any disciplinary background who wish to develop knowledge of and exposure to marketing management or who are working in the marketing field but have not completed any formal study in the area. The course is based on marketing, management and strategy theories and is designed around highly practical course content. Graduates of the course should be proficient in managing the marketing function effectively in competitive markets and segments, and in developing marketing strategies to improve an organizations' financial performance.</p>																				
<b>Objectives:</b>	<p><b>Learning Goal</b></p> <p>Graduates of this degree will develop individual capacity to develop marketing plans and strategies for organisations.</p> <p><b>Learning objectives to achieve this goal</b></p> <p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> <li># Identify key issues related to marketing management from social, cultural, economic ethical, legal and political perspectives;</li> <li># Explain how marketing strategies used by organisations affect organisational performance; and</li> <li># Understand and moderate the impact of marketing strategies on customers and competitors.</li> </ul>																				
<b>Course Structure &amp; Available Subjects:</b>	<p>Students enrolled in the Graduate Certificate in Marketing Management will need to successfully complete four 12.5 point subjects, comprised of 1 core and 3 elective subjects, over four semesters part-time.</p>																				
<b>Subject Options:</b>	<p><b>1 core subject (to be completed in the first semester of enrolment):</b></p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MKTG90004 Marketing Management</td> <td>Summer Term, Semester 1, Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p><b>3 elective subjects selected from:</b></p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MKTG90001 Retail Management</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MKTG90002 Product Management</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MKTG90005 Marketing Strategy</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	MKTG90004 Marketing Management	Summer Term, Semester 1, Semester 2	12.50	Subject	Study Period Commencement:	Credit Points:	MKTG90001 Retail Management	Semester 1	12.50	MKTG90002 Product Management	Semester 1	12.50	MKTG90005 Marketing Strategy	Semester 2	12.50
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MKTG90002 Product Management	Semester 1	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
	MKTG90010 Marketing Channels	Semester 2	12.50
	MKTG90012 International Marketing Management	Semester 1	12.50
	MKTG90011 Marketing Research	Semester 2	12.50
<b>Entry Requirements:</b>	<p>1. The Selection Committee will evaluate the applicant's ability to pursue successfully the course using the following criteria:</p> <ul style="list-style-type: none"> <li># An undergraduate degree in any discipline or equivalent; and</li> <li># The applicant's submitted statement of intent in seeking entry.</li> </ul> <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>		
<b>Core Participation Requirements:</b>	<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. 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, 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 will be: Able to critically evaluate evidence in support of an argument or proposition; Problem solvers with marketing management capacity through the application of appropriate marketing theories, principles and data; Effective communicators of marketing management ideas, theories and solutions to peers and the wider community; Able to synthesize ideas, theories and data in developing solutions to marketing management problems; Adept at retrieval of relevant information from a variety of sources;</p>		

	and Effective team members through participation in collaborative exercises in class room discussion and written assessment.
<b>Generic Skills:</b>	<b>On successful completion of this program, students should have enhanced their skills in:</b> <ul style="list-style-type: none"><li># Critically evaluating evidence in support of an argument or proposition;</li><li># Problem solving in relation to managing the marketing function in competitive business environments through the application of appropriate marketing theories, principles and data;</li><li># Communicating ideas on managing the marketing function to peers and the wider community;</li><li># Synthesising ideas, theories and data when developing solutions to problems related to marketing management;</li><li># Ethical practices in marketing;</li><li># Retrieving relevant information from a variety of sources; and</li><li># Teamwork through collaborative exercises in class room discussion.</li></ul>