

GC-STRATMK Specialist Certificate in Strategic Marketing

Year and Campus:	2012 - Parkville
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Level:	Graduate/Postgraduate
Duration & Credit Points:	25 credit points taken over 6 months part time.
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Course Overview:	The subjects of the Specialist Certificate in Strategic Marketing have been designed to provide you with the strategic marketing capabilities that are essential for the superior performance of your marketing function and organisation. The courses will also update and deepen your existing marketing strategy capabilities.
Objectives:	On successful completion of this program, students should be able to: <ul style="list-style-type: none"> ·Make informed strategic choices to improve market outcomes. ·Explain the importance of marketing strategy for superior business performance and shareholder value. ·Create and evaluate and execute strategic marketing plans. ·Analyse critical issues associated with creating, analysing, and selecting market segments and niches. ·Understand the tools and mechanisms for creating customer value and building marketing assets. ·Conceptualise and implement marketing campaigns ·Apply knowledge to practical marketing problems.
Course Structure & Available Subjects:	To satisfy the requirements of the Specialist Certificate in Strategic Marketing students must complete 25 credit points including one core 12.5 subject and two out of three 6.25 subjects. The core subjects include: Marketing for Managers (existing subject from Master of Enterprise (Executive)) And two of the following three new subjects Internet Marketing and Social Media (6.25 credit points) Market Leadership & Strategic Marketing (6.25 credit points) Brand Strategy and Leadership (6.25 credit points)
Entry Requirements:	1.The Selection Committee will evaluate the applicant's ability to pursue successfully the course using the following criteria – oA degree or diploma in accounting, finance or law or another relevant discipline and at least 2 years of documented, relevant work experience, OR

	<p>oApplications will be considered from persons who have worked in an allied field with 10 years of relevant work experience.</p> <p>2. The Selection Committee may conduct interviews and tests and may call for referee reports or employer references to elucidate any of the matters referred to above.</p>
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>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 Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Further Study:	Students can articulate to the Master of Enterprise (Executive)
Graduate Attributes:	<ol style="list-style-type: none"> 1. Understand the value of marketing activities and of a marketing orientation in organisations. 2. Develop the ability to apply problem solving techniques in marketing and management. 3. Analyse strategic marketing problems and be capable of generating appropriate strategic solutions 4. Develop report writing skills. 5. Develop on-line communication plans
Links to further information:	http://www.mccp.unimelb.edu.au/courses/award-courses/specialist-certificate/specialist_certificate_in_marketing_strategy