

# MC-COMMKT Master of Commerce (Marketing)

<b>Year and Campus:</b>	2012 - Parkville
<b>CRICOS Code:</b>	075103F
<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>	150 credit points taken over 18 months full time. This course is available as full or part time.
<b>Coordinator:</b>	Dr Adam Barsky
<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-01279-5W7Z12&amp;cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&amp;redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/mcomm.html">https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01279-5W7Z12&amp;cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&amp;redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/mcomm.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 Master of Commerce (Marketing) provides business/commerce graduates with advanced level studies in management and marketing on an internationally recognised pathway. The course offers broader, more comprehensive training in a specialised field and the opportunity to gain research experience through a research project. The course provides a pathway to careers in areas including consulting, market research, strategy, planning and business analysis.</p>
<b>Objectives:</b>	<p><b>1. Learning Goal</b></p> <p>Graduates of this degree will be critical thinkers in relation to marketing theory and practice.</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># Describe and explain the fundamental principles influencing consumers, markets, and organisations;</li> <li># Evaluate the impact of a variety of environmental factors on the organisation and in the market; and</li> <li># Interpret and critically evaluate the latest thinking in marketing research through an appreciation of scholarly literature.</li> </ul> <p><b>2. Learning Goal</b></p> <p>Graduates of this degree will be proficient at analysing and evaluating evidence in relation to marketing issues and in developing solutions to problems in organisations and in society both domestically and internationally.</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># Apply knowledge of theory to analyse real and hypothetical problems in different domestic and international contexts;</li> <li># Formulate solutions to business problems by being able to effectively define, structure, and prioritise key issues; and</li> <li># Formulate theories and hypotheses and collect data and analyse data to test their ideas.</li> </ul> <p><b>3. Learning Goal</b></p> <p>Graduates of this degree will be effective decision makers in business and commerce.</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># Articulate the connection between marketing activities and the performance of the firm;</li> <li># Evaluate the applicability of various theories and techniques to marketing related problems; and</li> </ul>

	# Employ a range of tools of analysis' pertinent to the evaluation of evidence in the business sector.																																																															
<b>Course Structure &amp; Available Subjects:</b>	The Master of Commerce (Marketing) is an 18 month full-time or 36 month part-time program that can be completed by taking one of three pathways: the Consulting Pathway, Academic Pathway or Strategy Capstone Pathway.																																																															
<b>Subject Options:</b>	<p><b>CONSULTING PATHWAY</b></p> <p>The Master of Commerce (Marketing) Consulting Pathway consists of three core subjects, seven elective subjects, the Consulting Research Seminar and Consulting Research Project.</p> <p><b>Three core subjects</b></p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MGMT40003 Advanced Management Theory</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MGMT40006 Advanced Research Methods</td> <td>February</td> <td>12.50</td> </tr> <tr> <td>MGMT90134 Writing and Publishing Reports</td> <td>Semester 1</td> <td>12.50</td> </tr> </tbody> </table> <p><b>Seven elective subjects</b></p> <p>A minimum of 4 subjects must be selected from our advanced level Honours/Masters-level subjects:</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MGMT40002 Advanced Human Resource Management</td> <td>July</td> <td>12.50</td> </tr> <tr> <td>MGMT40005 Advanced Strategic Management</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MGMT40007 Advanced Managing Workplace Conflict</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MGMT40012 Advanced Operations Management</td> <td>July</td> <td>12.50</td> </tr> <tr> <td>MKTG40001 Advanced Marketing Management</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MKTG40002 Advanced Consumer Behaviour</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MKTG40003 Advanced Marketing Communications</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MKTG40004 Advanced Marketing Metrics</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p>Up to three subjects taken from Masters-level elective subjects from the Graduate School of Business and Economics offerings approved by the Program Director:</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>IBUS90001 Global Corporate Strategy</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>IBUS90003 Managing the Multinational</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>IBUS90004 Cross Cultural Management and Teamwork</td> <td>March, October</td> <td>12.50</td> </tr> <tr> <td>MGMT90011 Managing Stakeholders</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MGMT90013 Leadership and Team Dynamics</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MGMT90017 HR Consulting</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MGMT90022 Managing Organisational Change</td> <td>March</td> <td>12.50</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	MGMT40003 Advanced Management Theory	Semester 1	12.50	MGMT40006 Advanced Research Methods	February	12.50	MGMT90134 Writing and Publishing Reports	Semester 1	12.50	Subject	Study Period Commencement:	Credit Points:	MGMT40002 Advanced Human Resource Management	July	12.50	MGMT40005 Advanced Strategic Management	Semester 1	12.50	MGMT40007 Advanced Managing Workplace Conflict	Semester 1	12.50	MGMT40012 Advanced Operations Management	July	12.50	MKTG40001 Advanced Marketing Management	Semester 1	12.50	MKTG40002 Advanced Consumer Behaviour	Semester 2	12.50	MKTG40003 Advanced Marketing Communications	Semester 2	12.50	MKTG40004 Advanced Marketing Metrics	Semester 2	12.50	Subject	Study Period Commencement:	Credit Points:	IBUS90001 Global Corporate Strategy	Semester 1	12.50	IBUS90003 Managing the Multinational	Semester 2	12.50	IBUS90004 Cross Cultural Management and Teamwork	March, October	12.50	MGMT90011 Managing Stakeholders	Semester 1	12.50	MGMT90013 Leadership and Team Dynamics	Semester 2	12.50	MGMT90017 HR Consulting	Semester 2	12.50	MGMT90022 Managing Organisational Change	March	12.50
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MGMT90023 Managing in Information Societies	Not offered 2012	12.50
MGMT90026 Supply Chain Management	Semester 1	12.50
MGMT90028 Decision Analysis	Not offered 2012	12.50
MGMT90030 Managing Innovation and Entrepreneurship	Semester 1, Semester 2	12.50
MGMT90037 Conflict and Negotiation	July	12.50
MGMT90111 Management and Business Communication	Semester 1	12.50
MKTG90001 Retail Management	Semester 1	12.50
MKTG90002 Product Management	Semester 1	12.50
MKTG90003 Public Relations Management	Semester 2	12.50
MKTG90006 Brand Management	Summer Term, Semester 1	12.50
MKTG90007 Service Marketing	Semester 1	12.50
MKTG90009 Advertising	Semester 2	12.50
MKTG90017 Internet Marketing	Semester 2	12.50

### Consulting subjects

(Students must enrol in both subjects in the same semester)

Subject	Study Period Commencement:	Credit Points:
MGMT90147 Consulting Research Project	Semester 1	12.50
MGMT90148 Consulting Research Seminar	Semester 1	12.50

### ACADEMIC PATHWAY

The Master of Commerce (Marketing) Academic Pathway consists of three core subjects, seven elective subjects and the (double subject) Research Report.

### Three core subjects

Subject	Study Period Commencement:	Credit Points:
MGMT40003 Advanced Management Theory	Semester 1	12.50
MGMT40006 Advanced Research Methods	February	12.50
MGMT90134 Writing and Publishing Reports	Semester 1	12.50

### Seven elective subjects

A minimum of 4 subjects must be selected from our advanced level Honours/Masters-level subjects:

Subject	Study Period Commencement:	Credit Points:
MGMT40002 Advanced Human Resource Management	July	12.50
MGMT40005 Advanced Strategic Management	Semester 1	12.50
MGMT40007 Advanced Managing Workplace Conflict	Semester 1	12.50
MGMT40012 Advanced Operations Management	July	12.50

MKTG40001 Advanced Marketing Management	Semester 1	12.50
MKTG40002 Advanced Consumer Behaviour	Semester 2	12.50
MKTG40003 Advanced Marketing Communications	Semester 2	12.50
MKTG40004 Advanced Marketing Metrics	Semester 2	12.50

Up to three subjects taken from Masters-level elective subjects from the Graduate School of Business and Economics offerings approved by the Program Director:

Subject	Study Period Commencement:	Credit Points:
IBUS90001 Global Corporate Strategy	Semester 1	12.50
IBUS90003 Managing the Multinational	Semester 2	12.50
IBUS90004 Cross Cultural Management and Teamwork	March, October	12.50
MGMT90011 Managing Stakeholders	Semester 1	12.50
MGMT90013 Leadership and Team Dynamics	Semester 2	12.50
MGMT90017 HR Consulting	Semester 2	12.50
MGMT90022 Managing Organisational Change	March	12.50
MGMT90023 Managing in Information Societies	Not offered 2012	12.50
MGMT90026 Supply Chain Management	Semester 1	12.50
MGMT90028 Decision Analysis	Not offered 2012	12.50
MGMT90030 Managing Innovation and Entrepreneurship	Semester 1, Semester 2	12.50
MGMT90037 Conflict and Negotiation	July	12.50
MGMT90111 Management and Business Communication	Semester 1	12.50
MKTG90001 Retail Management	Semester 1	12.50
MKTG90002 Product Management	Semester 1	12.50
MKTG90003 Public Relations Management	Semester 2	12.50
MKTG90006 Brand Management	Summer Term, Semester 1	12.50
MKTG90007 Service Marketing	Semester 1	12.50
MKTG90009 Advertising	Semester 2	12.50
MKTG90017 Internet Marketing	Semester 2	12.50

#### Research report and workshop

(Students must enrol in this subject in two consecutive semesters)

\*Students who complete the research report will be eligible for entry into the PhD program.

Subject	Study Period Commencement:	Credit Points:
MGMT90133 Research Report	Semester 1, Semester 2	12.50

#### STRATEGY CAPSTONE PATHWAY

The Master of Commerce (Marketing) Strategy Capstone Pathway consists of three core subjects, eight elective subjects and a capstone subject.

### Three core subjects

Subject	Study Period Commencement:	Credit Points:
MGMT40003 Advanced Management Theory	Semester 1	12.50
MGMT40006 Advanced Research Methods	February	12.50
MGMT90134 Writing and Publishing Reports	Semester 1	12.50

### Eight elective subjects

A minimum of 4 subjects must be selected from our advanced level Honours/Masters-level subjects:

Subject	Study Period Commencement:	Credit Points:
MGMT40002 Advanced Human Resource Management	July	12.50
MGMT40005 Advanced Strategic Management	Semester 1	12.50
MGMT40007 Advanced Managing Workplace Conflict	Semester 1	12.50
MGMT40012 Advanced Operations Management	July	12.50
MKTG40001 Advanced Marketing Management	Semester 1	12.50
MKTG40002 Advanced Consumer Behaviour	Semester 2	12.50
MKTG40003 Advanced Marketing Communications	Semester 2	12.50
MKTG40004 Advanced Marketing Metrics	Semester 2	12.50

Up to four subjects taken from Masters-level elective subjects from the Graduate School of Business and Economics offerings approved by the Program Director:

Subject	Study Period Commencement:	Credit Points:
IBUS90001 Global Corporate Strategy	Semester 1	12.50
IBUS90003 Managing the Multinational	Semester 2	12.50
IBUS90004 Cross Cultural Management and Teamwork	March, October	12.50
MGMT90011 Managing Stakeholders	Semester 1	12.50
MGMT90013 Leadership and Team Dynamics	Semester 2	12.50
MGMT90017 HR Consulting	Semester 2	12.50
MGMT90022 Managing Organisational Change	March	12.50
MGMT90023 Managing in Information Societies	Not offered 2012	12.50
MGMT90026 Supply Chain Management	Semester 1	12.50
MGMT90028 Decision Analysis	Not offered 2012	12.50
MGMT90030 Managing Innovation and Entrepreneurship	Semester 1, Semester 2	12.50
MGMT90037 Conflict and Negotiation	July	12.50

MGMT90111 Management and Business Communication	Semester 1	12.50
MKTG90001 Retail Management	Semester 1	12.50
MKTG90002 Product Management	Semester 1	12.50
MKTG90003 Public Relations Management	Semester 2	12.50
MKTG90006 Brand Management	Summer Term, Semester 1	12.50
MKTG90007 Service Marketing	Semester 1	12.50
MKTG90009 Advertising	Semester 2	12.50
MKTG90017 Internet Marketing	Semester 2	12.50

**Capstone subject**

Subject	Study Period Commencement:	Credit Points:
MGMT90146 Strategy Capstone	Semester 1, Semester 2	12.50

**Entry Requirements:**

1. The Selection Committee will evaluate the applicant's ability to pursue the course successfully using the following criteria:

- # An undergraduate or postgraduate degree with a major in management, marketing or a related discipline with at least H2B (70%) average, or equivalent;
- # An average of at least an H2B (70%) in the best three subjects in the disciplines of Management and Marketing in the final year of study;
- # 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.

2. The Selection Committee may conduct interviews and tests and may call for referee reports and employer references, as appropriate, to elucidate any of the matters referred to above.

**Notes:**

(a) Students who discontinue from the Master of Commerce (Marketing) but have successfully completed the requirements of the Postgraduate Diploma in Commerce (Marketing) will be eligible to receive the Postgraduate Diploma in Commerce (Marketing) as an exit award.

(b) Applicants with an honours degree in management with at least an H2B (70%) average, or a relevant postgraduate degree with at least an H2B (70%) average, may be granted up to 75 points of credit into the Master of Commerce (Marketing).

**Core Participation Requirements:**

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

	<p>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>
<p><b>Graduate Attributes:</b></p>	<p>On successful completion of this degree graduates will be: Receptive to alternative ideas through a review of the literature and through class participation and assessment; Ethical in their approach to research and work practices; Advanced in their critical evaluation and use of marketing theories; Skilled in undertaking independent research in marketing; Advanced in problem solving through their understanding of marketing issues and able to apply marketing theories and research methods to decision making; Adept at retrieval, summary and interpretation of data and information through class exercises and assessment; Able to apply marketing ideas, theories, models and evidence to real-world business problems; Independent and effective in communication of ideas; Collaborate and be effective in teams; and Ability to take a wider, global perspective of business in society and to be attuned to issues of cultural diversity.</p>
<p><b>Generic Skills:</b></p>	<p><b>On successful completion of this degree students should have enhanced their skills in:</b></p> <ul style="list-style-type: none"> <li># Critical evaluation of evidence in support of an argument or proposition;</li> <li># Problem solving in marketing through the ability to define, structure, and prioritise issues; and collect and analyse data to test ideas;</li> <li># Communication of marketing ideas, theories and solutions to peers and the wider community;</li> <li># Ability to synthesize ideas, theories and data in developing solutions to business problems;</li> <li># Ethical practice through a knowledge of corporate governance processes and implementation;</li> <li># Independent research skills including the retrieval, interpretation and summary of information; and</li> <li># Teamwork through collaborative exercises in workshops and assessment.</li> </ul>
<p><b>Notes:</b></p>	<p><b>Duration</b></p> <p>A full-time candidate is expected to complete the course in three consecutive semesters (18 months). A part-time candidate is expected to complete the course in six consecutive semesters (three years) and to take the equivalent of two subjects in each semester.</p> <p><b>Postgraduate Diploma in Marketing</b></p> <p>Students enrolled in a Master of Commerce (Marketing) who are either unable or choose not to continue with their studies may be eligible to be awarded the Postgraduate Diploma in Marketing. Students must have successfully completed a total of eight subjects comprising two core and six elective Master of Commerce (Marketing) subjects to be eligible to exit with the Postgraduate Diploma.</p>