

MKTG90010 Marketing Channels

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests 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 Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Contact:	Graduate School of Business and Economics Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 Online Enquiries (https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01311-VZ8293&cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gsbe.html) Web: www.gsbe.unimelb.edu.au (http://www.gsbe.unimelb.edu.au)
Subject Overview:	The subject analyses the environment of business marketing and business markets. It assesses the characteristics of business marketing and examines the market opportunities for business-to-business marketing. Other topics include relationship strategies for business markets; e-Business strategies for business markets; purchasing and materials management; organizational buying behaviour; business marketing channels; the role of personal selling and sales management in business-to-business marketing; business marketing strategies for global markets; and the use of e-Business strategies in global markets.
Objectives:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Make informative and strategic decisions in a business-to-business environment utilizing the concept of value; # Analyse cases that rely on value to make decisions on whether to introduce a new product or service to a business customer; # Critically evaluate and integrate various business marketing theories and tactics; # Competently assess business relationships using business-to-business models and concepts.
Assessment:	2-hour end-of-semester examination (50%) Written assignments not exceeding 5000 words (50%)
Prescribed Texts:	None
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:	On successful completion of this subject, students should have improved the following generic skills: <ul style="list-style-type: none"># Compiling data to construct a value model to make strategic decisions;# Comprehend and apply cases and readings that make heavy use of value in decision-making;# Improved teamwork skills through group projects;# Skills in effective and persuasive presentation and communication of a technical solution to non-technical audience.
Related Course(s):	Graduate Certificate in Marketing Management Master of Management (Marketing) Master of Management (Marketing)