

## AGRI90014 Managing Markets

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2013. This subject is delivered online via the University's Learning Management System (LMS). The subject will be open on LMS approximately two weeks prior to the subject commencement date. Subject Teaching Dates: <a href="http://www.land-environment.unimelb.edu.au/agribusiness/study-calendar.pdf">http://www.land-environment.unimelb.edu.au/agribusiness/study-calendar.pdf</a>
<b>Time Commitment:</b>	Contact Hours: This subject is taught off-campus or using blended delivery (on and off campus) Total Time Commitment: 112 hours. This subject is run over an 8-week period as opposed to a standard 12 week semester subject. It is recommended that students devote 14 hours per week to this subject over 8 weeks.
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	Students must be able to perform word processing, use Excel spreadsheets, and have a reasonable understanding of the Internet and the University's Learning Management System.
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	It is University policy to take all 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 they have a disability that will impact on meeting the requirements in this subject are encouraged to discuss this matter with the Subject Coordinator and Disability Liaison Unit.
<b>Contact:</b>	<b>Melbourne School of Land &amp; Environment Student Centre</b> Ground Floor, Melbourne School of Land & Environment (building 142) <i>Enquiries</i> Phone: 13 MELB (13 6352) Email: <a href="mailto:13MELB@unimelb.edu.au">13MELB@unimelb.edu.au</a> ( <a href="mailto:13MELB@unimelb.edu.au">mailto:13MELB@unimelb.edu.au</a> )
<b>Subject Overview:</b>	This subject teaches the concepts and skills required to manage the marketing function within any organisation. Students learn to analyze markets, select targets and develop product, price, promotion and distribution strategies for businesses. The subject will include contemporary and comprehensive case studies from both North America and Australia.
<b>Objectives:</b>	The object of this subject is to develop and extend the student's understanding of the marketing function with particular reference to the agribusiness sector. Students will be introduced to the concept of marketing and the importance of building and managing strong customer relationships through the use of target marketing and management of product, price, promotion and distribution strategies. The subject will utilise a variety of case studies to illustrate selected marketing concepts.
<b>Assessment:</b>	Online discussion participation (20%), Group assignments, 4000 words (40%), Individual assignment, 3000 words (40%). *Online discussion is an integral component of this subject - a minimum grade of 50% is required in this component.
<b>Prescribed Texts:</b>	Kotler, P., Brown, L., Adam, S., Burton, S. and Armstrong, G. (2010). Marketing 8th. Pearson Education, Australia. Details where to purchase prescribed text will be communicated to enrolled students.
<b>Recommended Texts:</b>	Further reading materials will be available online.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<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>Generic Skills:</b>	<p>It is expected students will develop:</p> <ul style="list-style-type: none"> <li># Awareness of and ability to utilise appropriate communication technology and methods for the storage, management and analysis of data</li> <li># Highly developed computer-based skills to allow for effective on-line learning and communication</li> <li># Appreciation of social and cultural diversity from a regional to a global context</li> <li># Ability to collaborate, exchange ideas and debate across on-line learning platforms</li> <li># Ability to plan, use time effectively and manage small projects.</li> </ul>
<b>Related Course(s):</b>	<p>Graduate Certificate in Agribusiness  Master of Agribusiness (Coursework)  Master of Agribusiness (Coursework)  Master of Agricultural Science  Master of Animal Science  Master of Food Science  Postgraduate Certificate in Food Science  Postgraduate Diploma in Agricultural Science  Postgraduate Diploma in Animal Science and Management  Postgraduate Diploma in Food Science</p>