

MKTG40001 Advanced Marketing Management

Credit Points:	12.50
Level:	4 (Undergraduate)
Dates & Locations:	This subject is not offered in 2013.
Time Commitment:	Contact Hours: Three hours per week Total Time Commitment: 144 hours per semester, including self directed study/research.
Prerequisites:	Admission into MC-COMMG, MC-COMMK or BH-COM
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:	lbove@unimelb.edu.au (mailto:lbove@unimelb.edu.au)
Subject Overview:	This subject expands students' knowledge of contemporary issues and practices in marketing. It includes topics such as customer value, sustainable branding, avatar marketing, cause marketing, social media engagement, crisis management, user contribution systems, service-profit chain, customer citizenship behaviour, customer misbehaviour and consumer privacy.
Objectives:	On successful completion of this subject a student should be able to: <ul style="list-style-type: none"> • Analyse and explain a broad range of contemporary issues, practices, models and phenomena in marketing. • Evaluate and critique contemporary marketing practices and understand the best methods of implementation to maximize business performance. • Analyse the potential impact of contemporary marketing practices on the well being of stakeholders and society. • Present, analyse, discuss, evaluate, persuade, debate, decide and execute marketing initiatives within an organisation.
Assessment:	A 2-hour end of semester examination (50%), class participation (20%) and an assignment totalling not more than 3000 words due two weeks following the topic allocation (30%).
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:	<ul style="list-style-type: none"> • High level of development: oral and written communication; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; receptiveness to alternative ideas. • Moderate level of development: written communication; collaborative learning; problem solving; team work; statistical reasoning; application of theory to practice; accessing data and other information from a range of sources.

	<ul style="list-style-type: none">• Some level of development: use of computer software, statistical reasoning
Related Course(s):	Master of Commerce (Management) Master of Commerce (Management) Master of Commerce (Marketing) Master of Commerce (Marketing)