

BUSA90245 Marketing

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2014, Parkville This subject commences in the following study period/s: July, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 30 hours Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
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><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> </p>
Contact:	programservices@mbs.edu (mailto:programservices@mbs.edu)
Subject Overview:	The Marketing course focuses on the design, development and implementation of successful marketing strategy in contemporary organisations. It is based on the identification, creation, growth and protection of market-based assets that influence demand. The course present students with the management issues of marketing analysis, marketing planning and marketing implementation in a range of contexts, including industrial and consumer markets and private and public sectors. Marketing utilises a range of pedagogies including lectures, tutorials, cases studies, projects and applied exercises.
Learning Outcomes:	<p>On completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # develop an organisational marketing orientation; # evaluate and manage critical market-based assets; # undertake a marketing analysis and draft a marketing plan; # apply theories of consumer and organisational purchasing behaviour; # segment and target markets and apply positioning strategies; # apply marketing mix elements in positioning and differentiating an offering; # apply product management frameworks including life cycle and portfolio models, and new product development models; # apply brand management frameworks in marketing strategy; # apply integrated marketing communications frameworks for the management of advertising, selling and promotions; # explain value concepts in pricing and apply effective pricing models in a range of marketing situations; # apply channel management principles in the design, maintenance and evaluation of market access functions.
Assessment:	Class participation & contribution to learning (10%) Throughout subject Syndicate project Report (2,000 words) (30%) Presentation slides (5%) Presentation (15 minutes) (5%) Class session 13 Final examination (50%) Hurdle requirement 90 minutes End of subject

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
Related Course(s):	Master of Business Administration