

GC-STRATMK Specialist Certificate in Strategic Marketing

Year and Campus:	2014 - Parkville																	
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees																	
Level:	Graduate/Postgraduate																	
Duration & Credit Points:	25 credit points taken over 6 months part time.																	
Coordinator:	Professor Simon Bell																	
Contact:	School of Melbourne Custom Programs Level 3, 442 Auburn Road Hawthorn VIC 3122 Phone - 9810 3245 Email - postgrad@commercial.unimelb.edu.au (mailto:postgrad@commercial.unimelb.edu.au)																	
Course Overview:	The subjects of the Specialist Certificate in Strategic Marketing have been designed to provide you with the strategic marketing capabilities that are essential for the superior performance of your marketing function and organisation. The courses will also update and deepen your existing marketing strategy capabilities.																	
Learning Outcomes:	On successful completion of this program, students should be able to: <ul style="list-style-type: none"> # Make informed strategic choices to improve market outcomes. # Explain the importance of marketing strategy for superior business performance and shareholder value. # Create and evaluate and execute strategic marketing plans. # Analyse critical issues associated with creating, analysing, and selecting market segments and niches. # Understand the tools and mechanisms for creating customer value and building marketing assets. # Conceptualise and implement marketing campaigns # Apply knowledge to practical marketing problems. 																	
Course Structure & Available Subjects:	The 25 points will now be made up of four (4) electives from the following Executive Education Open Programs: <ul style="list-style-type: none"> • MKTG90021 Strategic Brand Leadership (6.25 credit points) • MKTG90020 Market Leadership and Strategic Marketing (6.25 credit points) • MKTG90019 Internet Marketing and Social Media (6.25 credit points) • MGMT90162 Managing Customers for Competitive Advantage (6.25 credit points) • MGMT90495 Managing Innovation (6.25 credit points) 																	
Subject Options:	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MKTG90019 Internet Marketing and Social Media</td> <td>July</td> <td>6.25</td> </tr> <tr> <td>MKTG90020 Market Leadership & Strategic Marketing</td> <td>March</td> <td>6.25</td> </tr> <tr> <td>MKTG90021 Strategic Brand Leadership</td> <td>August</td> <td>6.25</td> </tr> <tr> <td>MGMT90162 Managing Customers for Competitive Advtg</td> <td>June</td> <td>6.25</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	MKTG90019 Internet Marketing and Social Media	July	6.25	MKTG90020 Market Leadership & Strategic Marketing	March	6.25	MKTG90021 Strategic Brand Leadership	August	6.25	MGMT90162 Managing Customers for Competitive Advtg	June	6.25
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Entry Requirements:	1. The Selection Committee will evaluate the applicant's ability to pursue successfully the course using the following criteria –																	

	<ul style="list-style-type: none"> • An undergraduate degree or equivalent qualification, plus at least 5 years of documented, relevant professional experience; or • 10 years of documented relevant professional experience which demonstrates the capacity to successfully undertake the course <p>2. The Selection Committee may conduct interviews and tests and may call for referee reports or employer references to elucidate any of the matters referred to above.</p>
Core Participation Requirements:	The Specialist Certificate in Strategic Marketing welcomes applications from students with disabilities. It is University and degree 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 degree. For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Commonwealth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this course are articulated in the Course Overview, Objectives and Generic Skills sections of this entry. 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 course are encouraged to discuss this matter with a Faculty Student Adviser and the Disability Liaison Unit: http://www.services.unimelb.edu.au/disability/
Further Study:	Students can articulate to the Master of Enterprise (Executive)
Graduate Attributes:	Understand the value of marketing activities and of a marketing orientation in organisations. Develop the ability to apply problem solving techniques in marketing and management. Analyse strategic marketing problems and be capable of generating appropriate strategic solutions Develop report writing skills. Develop on-line communication plans
Professional Accreditation:	n/a
Links to further information:	http://fbe.unimelb.edu.au/execed/degrees/specialist_certificate_in_strategic_marketing