

## MKTG90004 Marketing Management

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2014.
<b>Time Commitment:</b>	Contact Hours: One 3-hour seminar per week (Semester 1, Semester 2). Two 3-hour seminars per week (Summer Semester) Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Contact:</b>	<p><b>Summer:</b> Dr Colin McLeod <a href="mailto:colin.mcleod@unimelb.edu.au">colin.mcleod@unimelb.edu.au</a> (<a href="mailto:colin.mcleod@unimelb.edu.au">mailto:colin.mcleod@unimelb.edu.au</a>) / Associate Professor Angela Paladino <a href="mailto:a.paladino@unimelb.edu.au">a.paladino@unimelb.edu.au</a> (<a href="mailto:a.paladino@unimelb.edu.au">mailto:a.paladino@unimelb.edu.au</a>)</p> <p><b>Semester 1:</b> Dr Anish Nagpal <a href="mailto:anapal@unimelb.edu.au">anapal@unimelb.edu.au</a> (<a href="mailto:anapal@unimelb.edu.au">mailto:anapal@unimelb.edu.au</a>)</p> <p><b>Semester 2:</b> Dr Amanda Spry <a href="mailto:acspry@unimelb.edu.au">acspry@unimelb.edu.au</a> (<a href="mailto:acspry@unimelb.edu.au">mailto:acspry@unimelb.edu.au</a>) Dr Michal Carrington <a href="mailto:michal.carrington@unimelb.edu.au">michal.carrington@unimelb.edu.au</a> (<a href="mailto:michal.carrington@unimelb.edu.au">mailto:michal.carrington@unimelb.edu.au</a>)</p>
<b>Subject Overview:</b>	This subject provides an introduction to the basic concepts, principles and activities of marketing and how to manage an organisation's marketing effort. Some of the principal topics include the analysis of market opportunities, selecting target markets, product planning and management, marketing communications (advertising and promotions, as well as personal selling), management of distribution channels, and pricing decisions. Students are also introduced to the nature of buyer behaviour, including decision-making patterns, purchase behaviours, and customer satisfaction.
<b>Learning Outcomes:</b>	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> <li># Analyse the fundamental principles involved in managing markets;</li> <li># Explain the critical importance of marketing for superior business performance;</li> <li># Analyse marketing problems and be capable of applying relevant models/themes to generate appropriate solutions; and</li> <li># Understand the various ethical issues facing a marketing manager.</li> </ul>
<b>Assessment:</b>	2-hour end-of-semester examination (50%) Written assessment(s) totalling 4000 words (40%) (one mid-semester assessment of 1000 words worth 10%, one assignment of 3000 words worth 30% due end of semester) Oral assessment (10%) (once during semester)

<b>Prescribed Texts:</b>	None
<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>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> <li># Critical evaluation of an argument. For example, that market share does not necessarily create shareholder value because market share often comes at a cost;</li> <li># Application of marketing theories to real world marketing practice;</li> <li># Problem solving, which should be fostered through the application of appropriate theories or principles. For example, determine when to lower a product price permanently as opposed to using a series of price promotions;</li> <li># Oral and written communication;</li> <li># Collaborative learning and team work;</li> <li># Strategic thinking.</li> </ul>
<b>Notes:</b>	Students in the Master of Accounting, the Master of Management suite of programs, the Master of Business and Information Technology and the second year of the Master of Finance are eligible to undertake this subject.
<b>Related Course(s):</b>	Graduate Certificate in Marketing Management Graduate Certificate in University Management Master of Accounting Master of Business and Information Technology Master of Finance Master of Information Systems Master of Information Systems Master of Information Systems Master of Management Master of Management Master of Management (Marketing) Master of Management (Marketing) Master of Operations Research and Management Science
<b>Related Majors/Minors/ Specialisations:</b>	100 Point Master of Journalism 150 Point Master of Journalism 150 point program - full time over 18 months 200 Point Master of Journalism 200 point program - full time over 18 months 200 point program - full time over 24 months