

MKTG90005 Marketing Strategy

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2014, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
Prerequisites:	None
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/
Coordinator:	Dr Phil Harris
Contact:	Semester 1: Dr Phil Harris hap@unimelb.edu.au (mailto:hap@unimelb.edu.au) Semester 2: Dr Gergely Nyilasy gnyilasy@unimelb.edu.au (mailto:gnyilasy@unimelb.edu.au)
Subject Overview:	This subject serves as a capstone subject integrating previous knowledge and skills acquired in other marketing subjects. It introduces students to the tasks of identifying and evaluating a variety of marketing strategies and gives students the opportunity to learn, examine and apply strategic marketing decision processes in a variety of business environments. The subject is applications oriented: it makes extensive use of case studies.
Learning Outcomes:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Describe the concepts and models used to guide the development of marketing strategies and plans; # Explain and apply strategic marketing concepts; # Explain and analyse alternative research methods to understand customers, competitors and the broader environment; # Evaluate and synthesise various strategic marketing theories and models and be able to apply these concepts in case study analyses and marketing group projects; # Critically evaluate the appropriateness of marketing strategies and tactics. # Integrate knowledge and skills acquired in previous marketing subjects.
Assessment:	2-hour end-of-semester examination (40%); Participation in weekly case study discussion (20%); 3000 word group or individual Take-Home Assignment 1 Situation analysis, due in week 7 (20%); and 3000 word group or individual Take-Home Assignment 2 Strategy development, due in week 12 (20%).

Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
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:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Collaborative learning and teamwork, which should be developed through syndicate case study and marketing group projects. Teamwork will be fostered through collaborative learning, which is necessary to analyse, write-up and present the case and group projects; # Problem solving and critical thinking, which should be enhanced through the application of theory to case studies and group projects; # Oral and written communication, which should be developed through the presentation and write-up of a case assignment; # Synthesis and application of all areas of marketing for the purpose of developing marketing programs designed to serve target markets in a manner superior to the competition.
Related Course(s):	Graduate Certificate in Marketing Management Master of Management (Marketing) Master of Management (Marketing)