

216MP Postgraduate Diploma in Management (Marketing)

Year and Campus:	2015								
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees								
Level:	Graduate/Postgraduate								
Duration & Credit Points:	112.50 credit points taken over 12 months								
Coordinator:	Jim Frederickson								
Contact:	Program Services programservices@mbs.edu (mailto:programservices@mbs.edu)								
Course Overview:	The Graduate Diploma in Marketing aims to equip managers from any functional area or industry with an in-depth understanding of markets, marketing decision variables, and the market oriented organisation.								
Learning Outcomes:	The Graduate Diploma in Marketing aims to equip managers from any functional area or industry with an in-depth understanding of markets, marketing decision variables, and the market oriented organisation.								
Course Structure & Available Subjects:	<p>The course comprises nine subjects, three of which are compulsory General Management subjects (two units plus two full subjects). Three are compulsory Marketing subjects and the remainder are Marketing elective subjects. The program must be completed within two years, that is, within eight consecutive terms.</p> <p>General Management Subjects</p> <ul style="list-style-type: none"> # Leadership (unit subject) # Social Responsibility & Ethics (unit subject) # Financial Accounting # Managing People <p>Required Marketing Subjects:</p> <ul style="list-style-type: none"> # Marketing # Consumer Behaviour # Marketing Strategy <p>The remaining three subjects must be chosen from a range of marketing electives and might include existing subjects such as:</p> <ul style="list-style-type: none"> # Brand Management, # Channels of Distribution, # Product Management, # Marketing Communications. <p>During, or upon completion of the program students may apply to transfer into Master of Marketing, and if successful, all Graduate Diploma in Marketing subject credits will count towards that program</p>								
Subject Options:	<p>Core subjects</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>BUSA90480 Leadership</td> <td>January, March, June, August, September</td> <td>6.25</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	BUSA90480 Leadership	January, March, June, August, September	6.25
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BUSA90480 Leadership	January, March, June, August, September	6.25							

	BUSA90481 Social Responsibility and Ethics	January, March, June, September	6.25
	BUSA90001 Financial Accounting	April, July, September	12.50
	BUSA90224 Managing People	January, April, September	12.50
	BUSA90243 Marketing	January, July, September	12.50
	BUSA90042 Consumer Behaviour	July	12.50
	BUSA90261 Marketing Strategy	April, September	12.50
Entry Requirements:	<p>1. The Selection Committee will evaluate the applicant's ability to pursue successfully the course using the following criterion –</p> <ul style="list-style-type: none"> • an undergraduate degree with at least H2B (70%) average; and • a minimum of two years full time relevant work experience normally gained after graduating from an undergraduate degree. <p>2. The Selection Committee may conduct interviews for short listed applicants or call for referees reports and employer references to elucidate any of the matters referred to above.</p>		
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>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>		