

FNCE90035 Marketing Financial Analysis and Control

Credit Points:	6.25						
Level:	9 (Graduate/Postgraduate)						
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: May, Parkville - Taught on campus.						
Time Commitment:	Contact Hours: This intensive subject is taught over 18 hours Total Time Commitment: Estimated total time commitment of 60 hours per semester						
Prerequisites:	<p>FNCE90019 Principles of Finance. This subject is only available to those students who would satisfy the entry criteria for the Master of Applied Finance, who have already completed 100 points in the Master of Finance or who have completed the Postgraduate Diploma in Finance.</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>FNCE90019 Principles of Finance</td> <td>Not offered 2015</td> <td>12.50</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	FNCE90019 Principles of Finance	Not offered 2015	12.50
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FNCE90019 Principles of Finance	Not offered 2015	12.50					
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:	Mr Robert Errey						
Contact:	Melbourne Business School @ Berkeley Street Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 Email: mbs-enquiries@unimelb.edu.au (mailto:mbs-enquiries@unimelb.edu.au) Web: http://mbs.unimelb.edu.au/ (http://mbs.unimelb.edu.au/)						
Subject Overview:	Overview of marketing financial analysis management issues; product management – profitability, pricing strategies, new product development; controlling costs; estimating revenue; customer analysis – profitability, value analysis process re-engineering; financial accountability of sales – advertising and market research functions; and competitor analysis.						
Learning Outcomes:	On successful completion of this subject students should be able to: <ul style="list-style-type: none"> # Apply shareholder value analysis to the assessment of marketing strategies; # Apply rigorous financial analytical techniques to the marketing function and understanding the financial value of customers; # Identify deficiencies in business planning for the marketing function. 						
Assessment:	30-minute group presentation, due in the last two weeks of teaching period (35%); 1500 word assignment or equivalent, due in the last two weeks of the teaching period (15%); One 2-hour final examination (50%)						

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"> # Oral communication # Written communication # Collaborative learning # Problem solving # Team work # Statistical reasoning # Application of theory to practice # Interpretation & analysis # Critical thinking # Synthesis of data and other information # Evaluation of data and other information # Using computer software # Accessing data and other information from a range of sources
Related Course(s):	Master of Applied Finance Master of Finance