

# GC-STRATMK Specialist Certificate in Strategic Marketing

<b>Year and Campus:</b>	2015 - Parkville
<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>Level:</b>	Graduate/Postgraduate
<b>Duration &amp; Credit Points:</b>	25 credit points taken over 6 months part time.
<b>Coordinator:</b>	Professor Simon Bell
<b>Contact:</b>	School of Melbourne Custom Programs Level 3, 442 Auburn Road Hawthorn VIC 3122 Program Coordinator – Julie Burke Phone - (03) 9810 3154 <b><a href="mailto:execed@commercial.unimelb.edu.au">execed@commercial.unimelb.edu.au</a> (mailto:execed@commercial.unimelb.edu.au)</b>
<b>Course Overview:</b>	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.
<b>Learning Outcomes:</b>	On successful completion of this program, students should be able to: <ul style="list-style-type: none"> <li># Make informed strategic choices to improve market outcomes.</li> <li># Explain the importance of marketing strategy for superior business performance and shareholder value.</li> <li># Create and evaluate and execute strategic marketing plans.</li> <li># Analyse critical issues associated with creating, analysing, and selecting market segments and niches.</li> <li># Understand the tools and mechanisms for creating customer value and building marketing assets.</li> <li># Conceptualise and implement marketing campaigns</li> <li># Apply knowledge to practical marketing problems.</li> </ul>
<b>Course Structure &amp; Available Subjects:</b>	<p>Core subjects: choose 2 subjects from the following;</p> <ul style="list-style-type: none"> <li># MKTG90021 Strategic Brand Leadership</li> <li># MKTG90020 Market Leadership and Strategic Marketing</li> <li># MKTG90019 Internet Marketing and Social Media</li> <li># MGMT90162 Managing Customers for Competitive Advantage</li> <li># BUSA90495 Managing Innovation</li> </ul> <p>Elective subjects: choose 2 subjects from the following;</p> <ul style="list-style-type: none"> <li># MKTG90021 Strategic Brand Leadership</li> <li># MKTG90020 Market Leadership and Strategic Marketing</li> <li># MKTG90019 Internet Marketing and Social Media</li> <li># MGMT90162 Managing Customers for Competitive Advantage</li> <li># BUSA90495 Managing Innovation</li> <li># BUSA90475 Strategic Financial Analysis</li> <li># BUSA90476 Doing Business in Asia</li> <li># MGMT90211 Project Management Fundamentals</li> <li># MGMT90212 Strategic Awareness and Business Acumen</li> <li># MGMT90215 Introduction to Data Analytics</li> <li># MGMT90216 Predictive Analytics</li> </ul>

<b>Subject Options:</b>	<p><b>Core Subject</b> Choose 2 of the following subjects.</p> <table border="1" data-bbox="391 268 1489 645"> <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>May</td> <td>6.25</td> </tr> <tr> <td>MKTG90020 Market Leadership &amp; Strategic Marketing</td> <td>February</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>April</td> <td>6.25</td> </tr> <tr> <td>BUSA90495 Managing Innovation</td> <td>October</td> <td>6.25</td> </tr> </tbody> </table> <p><b>Elective Subjects</b> Choose 2 of the following subjects.</p> <table border="1" data-bbox="391 739 1489 1456"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MKTG90021 Strategic Brand Leadership</td> <td>August</td> <td>6.25</td> </tr> <tr> <td>MKTG90020 Market Leadership &amp; Strategic Marketing</td> <td>February</td> <td>6.25</td> </tr> <tr> <td>MKTG90019 Internet Marketing and Social Media</td> <td>May</td> <td>6.25</td> </tr> <tr> <td>MGMT90162 Managing Customers for Competitive Advtg</td> <td>April</td> <td>6.25</td> </tr> <tr> <td>MGMT90211 Project Management Fundamentals</td> <td>November</td> <td>6.25</td> </tr> <tr> <td>MGMT90212 Strategic Awareness and Business Acumen</td> <td>November</td> <td>6.25</td> </tr> <tr> <td>BUSA90495 Managing Innovation</td> <td>October</td> <td>6.25</td> </tr> <tr> <td>BUSA90475 Strategic Financial Analysis</td> <td>May, September</td> <td>6.25</td> </tr> <tr> <td>BUSA90476 Doing Business in Asia</td> <td>September</td> <td>6.25</td> </tr> <tr> <td>MGMT90215 Introduction to Data Analytics</td> <td>August</td> <td></td> </tr> <tr> <td>MGMT90216 Predictive Analytics</td> <td>October</td> <td></td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	MKTG90019 Internet Marketing and Social Media	May	6.25	MKTG90020 Market Leadership & Strategic Marketing	February	6.25	MKTG90021 Strategic Brand Leadership	August	6.25	MGMT90162 Managing Customers for Competitive Advtg	April	6.25	BUSA90495 Managing Innovation	October	6.25	Subject	Study Period Commencement:	Credit Points:	MKTG90021 Strategic Brand Leadership	August	6.25	MKTG90020 Market Leadership & Strategic Marketing	February	6.25	MKTG90019 Internet Marketing and Social Media	May	6.25	MGMT90162 Managing Customers for Competitive Advtg	April	6.25	MGMT90211 Project Management Fundamentals	November	6.25	MGMT90212 Strategic Awareness and Business Acumen	November	6.25	BUSA90495 Managing Innovation	October	6.25	BUSA90475 Strategic Financial Analysis	May, September	6.25	BUSA90476 Doing Business in Asia	September	6.25	MGMT90215 Introduction to Data Analytics	August		MGMT90216 Predictive Analytics	October	
Subject	Study Period Commencement:	Credit Points:																																																					
MKTG90019 Internet Marketing and Social Media	May	6.25																																																					
MKTG90020 Market Leadership & Strategic Marketing	February	6.25																																																					
MKTG90021 Strategic Brand Leadership	August	6.25																																																					
MGMT90162 Managing Customers for Competitive Advtg	April	6.25																																																					
BUSA90495 Managing Innovation	October	6.25																																																					
Subject	Study Period Commencement:	Credit Points:																																																					
MKTG90021 Strategic Brand Leadership	August	6.25																																																					
MKTG90020 Market Leadership & Strategic Marketing	February	6.25																																																					
MKTG90019 Internet Marketing and Social Media	May	6.25																																																					
MGMT90162 Managing Customers for Competitive Advtg	April	6.25																																																					
MGMT90211 Project Management Fundamentals	November	6.25																																																					
MGMT90212 Strategic Awareness and Business Acumen	November	6.25																																																					
BUSA90495 Managing Innovation	October	6.25																																																					
BUSA90475 Strategic Financial Analysis	May, September	6.25																																																					
BUSA90476 Doing Business in Asia	September	6.25																																																					
MGMT90215 Introduction to Data Analytics	August																																																						
MGMT90216 Predictive Analytics	October																																																						
<b>Entry Requirements:</b>	<ol style="list-style-type: none"> <li>In order to be considered for entry, applicants must have completed: <ul style="list-style-type: none"> <li>either <ul style="list-style-type: none"> <li>– an undergraduate degree or equivalent qualification, plus at least five years of documented, relevant professional experience, or</li> <li>– at least ten years of documented relevant professional experience.</li> </ul> </li> </ul> Meeting these requirements does not guarantee selection. </li> <li>In ranking and/or assessing applications, the Selection Committee will consider: <ul style="list-style-type: none"> <li>• prior academic qualification and performance; and/or</li> <li>• the professional experience.</li> </ul> </li> <li>The Selection Committee may seek further information to clarify any aspect of an application in accordance with the <b>Student Application and Selection Procedure (<a href="https://policy.unimelb.edu.au/MPF1034">https://policy.unimelb.edu.au/MPF1034</a>)</b> .</li> <li>Applicants are required to satisfy the university's English language requirements for postgraduate courses. For those applicants seeking to meet these requirements by one of the standard tests approved by the Academic Board, performance <b>band 6.5 (<a href="http://about.unimelb.edu.au/academicboard/resolutions">http://about.unimelb.edu.au/academicboard/resolutions</a>)</b> is required.</li> </ol>																																																						
<b>Core Participation Requirements:</b>	<p>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</p>																																																						

	<p>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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a></p>
<b>Further Study:</b>	Students can articulate to the Master of Enterprise (Executive)
<b>Graduate Attributes:</b>	<p>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</p>
<b>Professional Accreditation:</b>	n/a
<b>Links to further information:</b>	<a href="http://fbe.unimelb.edu.au/execed/degrees/specialist_certificate_in_strategic_marketing">http://fbe.unimelb.edu.au/execed/degrees/specialist_certificate_in_strategic_marketing</a>