

MKTG90020 Market Leadership & Strategic Marketing

Credit Points:	6.25
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: February, Parkville - Taught on campus. September, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 16 hours (intensive) Total Time Commitment: In addition to face-to-face teaching time of 16 hours, students should expect to undertake a minimum of 85 hours research, reading, writing and general study to complete this subject successfully.
Prerequisites:	To enrol in this subject, you must be admitted in the Specialist Certificate in Strategic Marketing, Specialist Certificate in Executive Leadership, Specialist Certificate in Operations Management or be enrolled in the Single Subject Study. This subject is not available for students admitted in any other courses.
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 (Commonwealth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Overview, Objectives, Assessment 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 subject are encouraged to discuss this matter with a Faculty Student Adviser and the Disability Liaison Unit: http://www.services.unimelb.edu.au/disability/
Coordinator:	Assoc Prof Don O'Sullivan
Contact:	Program Coordinator - Ms Julie Bourke Phone - 9810 3154 Email - execed@commercial.unimelb.edu.au (mailto:execed@commercial.unimelb.edu.au)
Subject Overview:	This subject deals with strategic marketing management and the carefully thought-out plans required to outperform the competition. Drawing on the Faculty of Business and Economics latest research and unique approach to marketing students will learn to examine and apply strategic marketing decisions.
Learning Outcomes:	On successful completion of this program, students should be able to: <ul style="list-style-type: none"> # Make informed strategic choices to improve strategic outcomes; # explain the importance of marketing strategy for superior business performance and shareholder value; # evaluate and execute strategic marketing plans; # analyse strategic marketing problems and be capable of generating appropriate strategic solutions; # examine critical issues associated with creating, analysing, and selecting market segments and niches.

Assessment:	1500 word report on a marketing problem (60%) to be returned four weeks after the course is completed. 1000 word case study on the use of the demonstrated marketing tool (40%) to be returned two weeks after the subject is completed.
Prescribed Texts:	Nil
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:	<ul style="list-style-type: none"> # Capacity to analyse and synthesis information and develop strategies. # Critical thinking and problem solving skills. # Written skills in the preparation of high quality reports. # Oral skills in the presentation of reports.
Links to further information:	http://fbe.unimelb.edu.au/execed/open_programs/market_leadership_and_strategic_marketing
Related Course(s):	Specialist Certificate in Executive Leadership Specialist Certificate in Strategic Marketing