

150 Point Master of Management (Marketing)

Year and Campus:	2016
Coordinator:	Dr Joeri Mol jmol@unimelb.edu.au 8344 0177
Contact:	<p>Currently enrolled students:</p> <ul style="list-style-type: none"> # General information: https://ask.unimelb.edu.au (https://ask.unimelb.edu.au/) # Contact Stop 1 (http://students.unimelb.edu.au/stop1)
Overview:	<p>The Master of Management (Marketing) provides foundation training in a variety of business and management disciplines and specialist training in marketing. It enables graduates to develop, implement and control integrated marketing programs, work closely with managers in other functional areas, and pursue a career in marketing management. The course focuses on the means by which organisations attract and retain customers, and covers many aspects of marketing, including marketing strategy, customer behaviour, relationship marketing, branding and international marketing.</p>
Learning Outcomes:	<p>1. Learning Goal</p> <p>Graduates of this degree will be adept at obtaining, analysing, synthesising and evaluating evidence in management decision making in an area of commerce specialisation.</p> <p>Learning objectives to achieve this goal</p> <p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> # Describe and explain the body of knowledge, including recent developments, influencing markets and guiding the management of organisations; # Evaluate the impact of a variety of cultural and environmental factors on the organisation and in the market; and # Identify and apply methods for researching business related problems. <p>2. Learning Goal</p> <p>Graduates of this degree will be strategic and critical thinkers in relation to business and commerce related issues and in developing solutions to problems in organisations and in society.</p> <p>Learning objectives to achieve this goal</p> <p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> # Explain, critically analyse and reflect on factors that influence decision making in firms and the economy; # Identify strategic issues and solutions in relation to economic problems and activity within firms; # Apply knowledge of theory to analyse real and hypothetical problems in different markets both domestically and internationally; and # Demonstrate creativity and initiative in the application of knowledge to problem solving and innovation. <p>3. Learning Goal</p> <p>Graduates of this degree will be effective decision makers in business and commerce.</p> <p>Learning objectives to achieve this goal</p> <p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> # Apply basic mathematical and/or statistical techniques to analyse business data; # Apply research techniques to business related problems;

- # Evaluate the applicability of various theories and techniques to business related problems;
- # Employ a range of tools of analysis pertinent to the evaluation of evidence in business sector;
- # Use evidenced-based research techniques to support decisions;
- # Apply ethical principles and corporate governance strategies to address real world issues and problems;
- # Demonstrate a capacity to successfully work independently with personal accountability; and
- # Execute a project requiring research or real-world application.

4. Learning Goal

Graduates of this degree will be competent in professional knowledge and skills in the marketing discipline in preparation for entry into the marketing profession.

Learning objectives to achieve this goal

On successful completion of this degree students will be able to:

- # Understand and apply principles, theories and models pertaining to the marketing discipline;
- # Analyse and evaluate the key areas needed to become a successful marketing manager including managing innovation and change, strategies to motivate and lead, strategies for engaging with national and global markets and strategies for the development for market-oriented organisations;
- # Critically analyse organisation based problems and apply relevant models and theories to generate effective solutions;
- # Appraise recent developments in the marketing discipline;
- # Apply marketing principles by conducting an in-depth marketing plan project using a real world company; and
- # Critically evaluate a marketing plan.

Structure & Available Subjects:

Students entering the Master of Management (Marketing) program with 50 points of advanced standing must complete 12 semester-length subjects comprising two foundation subject, four discipline core subjects, one capstone subject and five elective subjects.

Subject Options:

Foundation Subjects

Students must complete both of the following subjects:

Subject	Study Period Commencement:	Credit Points:
MGMT90141 Business Analysis & Decision Making	Summer Term, Semester 1, Semester 2	12.5
MGMT90144 Managing for Value Creation	Summer Term, Semester 1, Semester 2	12.5

Discipline Core Subjects

Students must complete the following subjects immediately after completing their foundation subjects:

Subject	Study Period Commencement:	Credit Points:
MGMT90140 Management Competencies	January, Semester 1, Semester 2	12.5
MKTG90004 Marketing Management	Summer Term, Semester 1, Semester 2	12.5
MKTG90008 Consumer Behaviour	Semester 1, Semester 2	12.5
MKTG90011 Marketing Research	Semester 1, Semester 2	12.5

Capstone Subject

Students must complete the following subject in their final semester of study:

Subject	Study Period Commencement:	Credit Points:
MKTG90005 Marketing Strategy	Semester 1, Semester 2	12.5

Elective Subjects

Students must select a maximum of four subjects from the following list of marketing subjects:

Subject	Study Period Commencement:	Credit Points:
MKTG90001 Retail Management	Semester 1	12.5
MKTG90002 Product Management	Semester 1	12.5
MKTG90003 Public Relations Management	Semester 2	12.5
MKTG90006 Brand Management	Summer Term, Semester 1	12.5
MKTG90007 Customer Service Excellence	Semester 1	12.5
MKTG90009 Advertising	Semester 2	12.5
MKTG90012 International Marketing Management	Semester 1	12.5
MKTG90017 Internet Marketing	Semester 2	12.5
MGMT90208 Sustainable Business Practices	Semester 1	12.5
MKTG90026 Marketing Metrics	Semester 2	12.5
MKTG90033 Neuromarketing	August	

Students may also select a maximum of one additional subject from the list of marketing subjects or from **the list of recommended Master of Management electives ([./../view/current/mc-mgmt-spc+1001](#))**.

Students are encouraged to take MGMT90208 Sustainable Business Practices.

Related Course(s):

Master of Management (Marketing)