

294BE Master of Marketing

Year and Campus:	2016 - Parkville																																			
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees																																			
Level:	Graduate/Postgraduate																																			
Duration & Credit Points:	162.5 credit points taken over 18 months full time. This course is available as full or part time.																																			
Coordinator:	Jim Frederickson																																			
Contact:	Melbourne Business School Degree Program Services Email: programservices@mbs.edu																																			
Course Overview:	The Master of Marketing (MMktg) aims to equip marketing managers with an understanding of the issues involved in the analysis, planning, implementation, and control of marketing programs. Graduates will gain an in-depth understanding of the primary tasks and functions used to achieve the fundamental objectives of marketing management, which are attracting and retaining customers.																																			
Learning Outcomes:	The Master of Marketing (MMktg) aims to equip marketing managers with an understanding of the issues involved in the analysis, planning, implementation, and control of marketing programs. Graduates will gain an in-depth understanding of the primary tasks and functions used to achieve the fundamental objectives of marketing management, which are attracting and retaining customers.																																			
Course Structure & Available Subjects:	The Master of Marketing is a 13 subject program, comprising two initial integrative unit subjects, followed by a core of eight subjects. Six of these subjects/units are General Management subjects and the remainder are Marketing Management subjects.																																			
Subject Options:	Required subjects <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, April, June, September</td> <td>6.25</td> </tr> <tr> <td>BUSA90481 Social Responsibility and Ethics</td> <td>January, March, April, June, July, September</td> <td>6.25</td> </tr> <tr> <td>BUSA90001 Financial Accounting</td> <td>January, April, October</td> <td>12.5</td> </tr> <tr> <td>BUSA90224 Managing People</td> <td>January, April, September, October</td> <td>12.5</td> </tr> <tr> <td>BUSA90060 Data Analysis</td> <td>January, April, June, July, October</td> <td>12.5</td> </tr> <tr> <td>BUSA90193 Managerial Economics</td> <td>January, April, July, October</td> <td>12.5</td> </tr> <tr> <td>BUSA90042 Consumer Behaviour</td> <td>July</td> <td>12.5</td> </tr> <tr> <td>BUSA90261 Marketing Strategy</td> <td>April, October</td> <td>12.5</td> </tr> <tr> <td>BUSA90258 Marketing Research</td> <td>October</td> <td>12.5</td> </tr> <tr> <td>BUSA90243 Marketing</td> <td>April, June, July</td> <td>12.5</td> </tr> </tbody> </table> Electives			Subject	Study Period Commencement:	Credit Points:	BUSA90480 Leadership	January, March, April, June, September	6.25	BUSA90481 Social Responsibility and Ethics	January, March, April, June, July, September	6.25	BUSA90001 Financial Accounting	January, April, October	12.5	BUSA90224 Managing People	January, April, September, October	12.5	BUSA90060 Data Analysis	January, April, June, July, October	12.5	BUSA90193 Managerial Economics	January, April, July, October	12.5	BUSA90042 Consumer Behaviour	July	12.5	BUSA90261 Marketing Strategy	April, October	12.5	BUSA90258 Marketing Research	October	12.5	BUSA90243 Marketing	April, June, July	12.5
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The remaining four subjects must be chosen from a range of marketing and marketing-related electives and should include subjects such as

Subject	Study Period Commencement:	Credit Points:
BUSA90299 Product Management	July	12.5
BUSA90273 Negotiations	January, July, August, October	12.5
BUSA90172 Leadership and Change	October	12.5
BUSA90248 Marketing Communications	April	12.5
BUSA90013 Brand Management	January, May, June, September	12.5

Entry Requirements:

This version of the course does not accept new applications in 2016

1. The Selection Committee will evaluate the applicant's ability to pursue successfully the course using the following criterion –

- 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.

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.

3. The Selection Committee may seek further information to clarify any aspect of an application in accordance with the Academic Board **rules** (http://about.unimelb.edu.au/__data/assets/pdf_file/0007/1413727/Use-of-Selection-Instruments-Rules-of-the-Acdemic-Board-23-March-2015.pdf) on the use of selection instruments

Core Participation Requirements:

<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>