

## 294FN Master of Marketing

<b>Year and Campus:</b>	2016 - Parkville																																			
<b>CRICOS Code:</b>	055075D																																			
<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>	162.5 credit points taken over 12 months full time.																																			
<b>Coordinator:</b>	Jim Frederickson																																			
<b>Contact:</b>	<p><b>Melbourne Business School</b></p> <p><b>Currently enrolled students:</b></p> <p>Degree Program Services</p> <p>Email: <a href="mailto:programservices@mbs.edu">programservices@mbs.edu</a></p>																																			
<b>Course Overview:</b>	<p>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.</p>																																			
<b>Learning Outcomes:</b>	<p>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.</p>																																			
<b>Course Structure &amp; Available Subjects:</b>	<p>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.</p>																																			
<b>Subject Options:</b>	<p><b>Required Subjects</b></p> <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, June, August, September</td> <td>6.25</td> </tr> <tr> <td>BUSA90481 Social Responsibility and Ethics</td> <td>January, March, June, September</td> <td>6.25</td> </tr> <tr> <td>BUSA90001 Financial Accounting</td> <td>April, July, September</td> <td>12.50</td> </tr> <tr> <td>BUSA90224 Managing People</td> <td>January, April, September</td> <td>12.50</td> </tr> <tr> <td>BUSA90060 Data Analysis</td> <td>January, July, September</td> <td>12.50</td> </tr> <tr> <td>BUSA90193 Managerial Economics</td> <td>January, April, September</td> <td>12.50</td> </tr> <tr> <td>BUSA90243 Marketing</td> <td>January, July, September</td> <td>12.50</td> </tr> <tr> <td>BUSA90042 Consumer Behaviour</td> <td>July</td> <td>12.50</td> </tr> <tr> <td>BUSA90258 Marketing Research</td> <td>September</td> <td>12.50</td> </tr> <tr> <td>BUSA90261 Marketing Strategy</td> <td>April, September</td> <td>12.50</td> </tr> </tbody> </table> <p><b>Electives</b></p>			Subject	Study Period Commencement:	Credit Points:	BUSA90480 Leadership	January, March, June, August, September	6.25	BUSA90481 Social Responsibility and Ethics	January, March, June, September	6.25	BUSA90001 Financial Accounting	April, July, September	12.50	BUSA90224 Managing People	January, April, September	12.50	BUSA90060 Data Analysis	January, July, September	12.50	BUSA90193 Managerial Economics	January, April, September	12.50	BUSA90243 Marketing	January, July, September	12.50	BUSA90042 Consumer Behaviour	July	12.50	BUSA90258 Marketing Research	September	12.50	BUSA90261 Marketing Strategy	April, September	12.50
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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:
BUSA90172 Leadership and Change	September	12.50
BUSA90248 Marketing Communications	April	12.50
BUSA90273 Negotiations	January, April, July, August, September	12.50
BUSA90299 Product Management	July	12.5
BUSA90013 Brand Management	January, May, June, September, November	12.5

**Entry Requirements:**

1. In order to be considered for entry, applicants must have completed:

- an undergraduate degree; and
- two years of full-time work experience; and
- a personal statement outlining why they wish to be considered for the course; and
- referees' reports

Meeting these requirements does not guarantee selection.

2. In ranking applications, the Selection Committee will consider:

- prior academic performance; and
- the professional experience; and
- the personal statement; and
- the referee's report

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-Academic-Board-23-March-2015.pdf](http://about.unimelb.edu.au/_data/assets/pdf_file/0007/1413727/Use-of-Selection-Instruments-Rules-of-the-Academic-Board-23-March-2015.pdf))** on the use of selection instruments

4. The minimum English language requirements for this course are Band 6.5 English language requirements.

**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: <a href="http://services.unimelb.edu.au/disability">http://services.unimelb.edu.au/disability</a></p>