

AGRI90014 Managing Markets

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught online/distance. Semester 2, Parkville - Taught on campus. This subject is delivered either entirely online via the University's Learning Management System (LMS), or can be taken as a multi-modal subject by students who study on-campus. The subject will be open on LMS approximately two weeks prior to the subject commencement date.
Time Commitment:	Contact Hours: This subject is taught off-campus or using blended delivery (on and off campus) Total Time Commitment: 170 hours. It is recommended that students devote a minimum 12 hours per week to this subject. On-campus students have the equivalent of two hours per week of face-to-face contact.
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	Students must be able to perform word processing, use Excel spreadsheets, and have a reasonable understanding of the Internet and the University's Learning Management System.
Non Allowed Subjects:	None
Core Participation Requirements:	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. This course requires all students to enrol in subjects where they must actively and safely contribute to field excursions and laboratory activities. Students who feel their disability will impact on meeting this requirement are encouraged to discuss this matter with the Subject Coordinator and Disability Liaison http://services.unimelb.edu.au/disability/ students email: disability-liaison@unimelb.edu.au
Coordinator:	Ms Ros Gall
Contact:	Email: rosgall@unimelb.edu.au (mailto:rosgall@unimelb.edu.au)
Subject Overview:	This subject teaches the concepts and skills required to manage the marketing function within any organisation. Students learn to analyse markets, select targets and develop product, price, promotion and distribution strategies for businesses. The subject will include contemporary and comprehensive case studies from both North America and Australia.
Learning Outcomes:	The object of this subject is to develop and extend the student's understanding of the marketing function with particular reference to the agribusiness sector. Students will be introduced to the concept of marketing and the importance of building and managing strong customer relationships through the use of target marketing and management of product, price, promotion and distribution strategies.
Assessment:	A 1000-word essay due in approximately Week 4 worth 20% A 2000-word marketing strategy due in approximately Week 8 worth 30% A 3000-word group case study report due in approximately Week 11 worth 30% Online discussion participation throughout the semester worth 20% NB: Online discussion is an integral component of this subject. It is a hurdle requirement that a minimum grade of 50% is achieved in this component.
Prescribed Texts:	Marketing Kotler, P., Burton, S., Deans, K., Brown, L. and Armstrong, G. (2012) 9th edition, Pearson Education, Australia. Details where to purchase prescribed text will be communicated to enrolled students.

Recommended Texts:	Further reading materials will be available online.
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:	<p>It is expected students will develop:</p> <ul style="list-style-type: none"> # An awareness of and ability to utilise appropriate communication technology and methods for the storage, management and analysis of data # Highly developed computer-based skills to allow for effective on-line learning and communication # An appreciation of social and cultural diversity from a regional to a global context # The ability to collaborate, exchange ideas and debate across on-line learning platforms # The ability to plan, use time effectively and manage small projects
Related Course(s):	<p>Graduate Certificate in Agricultural Sciences Graduate Certificate in Food Science Graduate Certificate in Wine Technology and Viticulture Graduate Diploma in Agribusiness for Veterinarians Graduate Diploma in Agricultural Sciences Graduate Diploma in Food Science Master of Agribusiness Master of Agribusiness (Coursework) Master of Agricultural Science Master of Animal Science Master of Food Science Postgraduate Diploma in Agricultural Science Postgraduate Diploma in Food Science</p>
Related Majors/Minors/ Specialisations:	<p>100 Point (A) Master of Agricultural Sciences 100 Point (B) Master of Agricultural Sciences 150 Point Master of Agricultural Sciences 200 Point Master of Agricultural Sciences</p>