

BUSA90245 Marketing

| Credit Points: | 12.5 | | | | | | | | | | | | | | | | | | |
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| Level: | 9 (Graduate/Postgraduate) | | | | | | | | | | | | | | | | | | |
| Dates & Locations: | 2016, Parkville This subject commences in the following study period/s: May, Parkville - Taught on campus. July, Parkville - Taught on campus. This subject is only available to students admitted to GD-BA, GD-MKTG, MC-BAPT, MC-BAPTME, or students with permission of the MBA Course coordinator | | | | | | | | | | | | | | | | | | |
| Time Commitment: | Contact Hours: 30 hours Total Time Commitment: Not available | | | | | | | | | | | | | | | | | | |
| Prerequisites: | Admission into the Master of Business Administration AND One of: <table border="1" data-bbox="387 672 1485 1048"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>BUSA90351 World of Management</td> <td>Not offered 2016</td> <td>12.50</td> </tr> <tr> <td>BUSA90350 World of Management</td> <td>Not offered 2016</td> <td>12.50</td> </tr> <tr> <td>BUSA90352 World of Management</td> <td>Not offered 2016</td> <td>12.50</td> </tr> <tr> <td>BUSA90354 World of Management</td> <td>Not offered 2016</td> <td>12.50</td> </tr> <tr> <td>BUSA90353 World of Management</td> <td>Not offered 2016</td> <td>12.50</td> </tr> </tbody> </table> | Subject | Study Period Commencement: | Credit Points: | BUSA90351 World of Management | Not offered 2016 | 12.50 | BUSA90350 World of Management | Not offered 2016 | 12.50 | BUSA90352 World of Management | Not offered 2016 | 12.50 | BUSA90354 World of Management | Not offered 2016 | 12.50 | BUSA90353 World of Management | Not offered 2016 | 12.50 |
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| BUSA90353 World of Management | Not offered 2016 | 12.50 | | | | | | | | | | | | | | | | | |
| Corequisites: | None | | | | | | | | | | | | | | | | | | |
| Recommended Background Knowledge: | None | | | | | | | | | | | | | | | | | | |
| Non Allowed Subjects: | None | | | | | | | | | | | | | | | | | | |
| Core Participation Requirements: | <p><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> </p> | | | | | | | | | | | | | | | | | | |
| Contact: | <p>Melbourne Business School Degree Program Services Email: programservices@mbs.edu (mailto:programservices@mbs.edu)</p> | | | | | | | | | | | | | | | | | | |
| Subject Overview: | The Marketing course focuses on the design, development and implementation of successful marketing strategy in contemporary organisations. It is based on the identification, creation, growth and protection of market-based assets that influence demand. The course present students with the management issues of marketing analysis, marketing planning and marketing implementation in a range of contexts, including industrial and consumer markets and private and public sectors. Marketing utilises a range of pedagogies including lectures, tutorials, cases studies, projects and applied exercises. | | | | | | | | | | | | | | | | | | |
| Learning Outcomes: | On completion of this subject, students should be able to: | | | | | | | | | | | | | | | | | | |

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| | <ul style="list-style-type: none"> # develop an organisational marketing orientation; # evaluate and manage critical market-based assets; # undertake a marketing analysis and draft a marketing plan; # apply theories of consumer and organisational purchasing behaviour; # segment and target markets and apply positioning strategies; # apply marketing mix elements in positioning and differentiating an offering; # apply product management frameworks including life cycle and portfolio models, and new product development models; # apply brand management frameworks in marketing strategy; # apply integrated marketing communications frameworks for the management of advertising, selling and promotions; # explain value concepts in pricing and apply effective pricing models in a range of marketing situations; # apply channel management principles in the design, maintenance and evaluation of market access functions. |
| Assessment: | Class participation & contribution to learning (10%) Throughout subject Syndicate project Report (2,000 words) (30%) Presentation slides (5%) Presentation (15 minutes) (5%) Class session 13 Final examination (50%) Hurdle requirement 90 minutes End of subject |
| Prescribed Texts: | None |
| 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 |
| Notes: | This subject is only available to students admitted to GD-BA, GD-MKTG, MC-BAPT, MC-BAPTME, or students with permission of the MBA Course coordinator |
| Related Course(s): | Master of Business Administration |