

## ENGM90012 Marketing Management for Engineers

<b>Credit Points:</b>	12.5
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2016, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: 36 hours (Lectures: 24 hours per semester; Tutorials: 12 hours per semester) Total Time Commitment: 200 hours
<b>Prerequisites:</b>	Admission into one of the following streams of the MC-ENG Master of Engineering: Master of Engineering (Chemical with Business), Master of Engineering (Civil with Business), Master of Engineering (Mechanical with Business), Master of Engineering (Electrical with Business), Master of Engineering (Software with Business)
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;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.&lt;/p&gt; &lt;p&gt;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: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>
<b>Coordinator:</b>	Dr Felix Hui
<b>Contact:</b>	Dr Felix Hui <a href="mailto:kin.hui@unimelb.edu.au">kin.hui@unimelb.edu.au</a> (mailto:kin.hui@unimelb.edu.au)
<b>Subject Overview:</b>	<p><b>AIMS</b></p> <p>This subject prepares graduate engineers to practice basic marketing in the engineering profession where there is a mutual need and reliance upon their training and skills in both engineering and marketing to satisfy the needs, wants and demands of the market, internally within the organisation, and through the entire supply chain.</p> <p><b>INDICATIVE CONTENT</b></p> <p>This subject provides an introduction to the basic concepts of marketing, marketing management and marketing engineering. Some of the principal topics include: what is marketing engineering; differences between engineering and consumer products; designing and managing engineering services; sales engineer and managing sales force; online marketing and the internet of things; business-to-business markets; business-to-government markets; company orientation; corporate division and strategic planning; market positioning, segmentation and targeting; marketing mix (product, pricing, place and promotion); marketing plan and strategies; SWOT analysis, understand the legal, economic, sociocultural, natural and technological environments; distribution channels; communications, models and simulations; decision tools; databases and data mining, forecasting; theory and evidence-based decision making; etc.</p>
<b>Learning Outcomes:</b>	<b>INTENDED LEARNING OUTCOMES (ILO)</b>

	<p>On completion of this subject the student is expected to:</p> <ol style="list-style-type: none"> <li>1 Analyse the fundamental principles involved in managing engineering and technological markets</li> <li>2 Understand and develop product, pricing, placement and promotion strategies for engineering services and technological products</li> <li>3 Understand and develop market segmentation and market positioning strategies for engineering and technology markets</li> <li>4 Explain the critical importance of marketing for superior business performance in engineering and technological enterprises</li> <li>5 Analyse market problems and be capable of applying relevant models to generate appropriate solutions to meet challenges in engineering and technological enterprises</li> <li>6 Analyse engineering and marketing data and make informed choices</li> <li>7 Understand and develop a strategic marketing plan for engineering services and technological products</li> <li>8 Understand the code of ethics and professional conduct</li> <li>9 Understand the interrelationships between market trends, innovation, sustainability and communication in engineering and technological enterprises</li> <li>10 Understand how marketing principles, such as branding, can be applied to ensure success in engineering and technological enterprises</li> <li>11 Understand how to market engineering services such as an engineering consultancy, identify business opportunities, build and maintain client networks</li> <li>12 Understand marketing strategies such as collaboration, joint ventures, diversification, integration, and divestment</li> <li>13 Understand how the core competencies of companies can contribute to competitive advantage.</li> </ol>
<b>Assessment:</b>	<p>Ongoing class participation (10%). Intended Learning Outcomes (ILOs) 1 to 13 are addressed in class participation Three individual assignments (15%) of 1000 words each, due in week 5, requiring 15–20 hours of work in total. ILOs 1 to 13 are addressed in the assignments One group assignment (20%) of 5000 words, due in week 12, completed in groups of 4-6 and requiring 25–30 hours of work per team member. ILOs 1 to 13 are addressed in the group assignment One oral presentation (5%) of 10-20 minutes, held in week 11-12, requiring 5–10 hours of preparation. ILOs 1 to 13 are addressed in the presentation One 2 hour final exam (50%) held during the end of semester examination period. ILOs 1 to 13 are addressed in the examination.</p>
<b>Prescribed Texts:</b>	None
<b>Recommended Texts:</b>	<p>Philip Kotler and Kevin Keller, <i>Marketing Management, 15th edition</i>. Pearson Education Ltd.  Gary L. Lilien and Arvind Rangaswamy, <i>Marketing Engineering, 2nd Edition</i>. Trafford Publishing.</p>
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<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>Generic Skills:</b>	<p>On completion of this subject students should be able to:</p> <ul style="list-style-type: none"> <li># Understand the nature of organisations and how they position themselves in the community as a market</li> <li># Be able to apply strategic marketing principles to engineering practice and design</li> <li># Appreciate the importance of both technical and social issues that contribute to successful engineering practice including an understanding of market behaviour, demand and supply.</li> </ul>
<b>Related Majors/Minors/ Specialisations:</b>	<p>Master of Engineering (Biomedical with Business)  Master of Engineering (Chemical with Business)  Master of Engineering (Civil with Business)  Master of Engineering (Electrical with Business)  Master of Engineering (Mechanical with Business)  Master of Engineering (Software with Business)</p>