

MC-MGMTMKS Master of Management (Marketing)

Year and Campus:	2016 - Parkville
CRICOS Code:	075104E
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Level:	Graduate/Postgraduate
Duration & Credit Points:	150 credit points taken over 18 months full time. This course is available as full or part time.
Coordinator:	Dr Vikram Bhakoo
Contact:	<p>Currently enrolled students:</p> <ul style="list-style-type: none"> # General information: https://ask.unimelb.edu.au (https://ask.unimelb.edu.au/) # Email: enquiries-HASS@unimelb.edu.au (mailto:enquiries-HASS@unimelb.edu.au)
Course Overview:	<p>Please note this course is not accepting new students. This handbook entry only applies to students admitted prior to 2016.</p> <p>The Master of Management (Marketing) provides foundation training in a variety of business and management disciplines and specialist training in marketing. It enables graduates to develop, implement and control integrated marketing programs, work closely with managers in other functional areas, and pursue a career in marketing management. The course focuses on the means by which organisations attract and retain customers, and covers many aspects of marketing, including marketing strategy, customer behaviour, relationship marketing, branding and international marketing.</p>
Learning Outcomes:	<p>1. Learning Goal</p> <p>Graduates of this degree will be adept at obtaining, analysing, synthesising and evaluating evidence in management decision making in an area of commerce specialisation.</p> <p>Learning objectives to achieve this goal</p> <p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> # Describe and explain the body of knowledge, including recent developments, influencing markets and guiding the management of organisations; # Evaluate the impact of a variety of cultural and environmental factors on the organisation and in the market; and # Identify and apply methods for researching business related problems. <p>2. Learning Goal</p> <p>Graduates of this degree will be strategic and critical thinkers in relation to business and commerce related issues and in developing solutions to problems in organisations and in society.</p> <p>Learning objectives to achieve this goal</p> <p>On successful completion of this degree students will be able to:</p> <ul style="list-style-type: none"> # Explain, critically analyse and reflect on factors that influence decision making in firms and the economy; # Identify strategic issues and solutions in relation to economic problems and activity within firms; # Apply knowledge of theory to analyse real and hypothetical problems in different markets both domestically and internationally; and # Demonstrate creativity and initiative in the application of knowledge to problem solving and innovation. <p>3. Learning Goal</p> <p>Graduates of this degree will be effective decision makers in business and commerce.</p> <p>Learning objectives to achieve this goal</p>

On successful completion of this degree students will be able to:

- # Apply basic mathematical and/or statistical techniques to analyse business data;
- # Apply research techniques to business related problems;
- # Evaluate the applicability of various theories and techniques to business related problems;
- # Employ a range of tools of analysis pertinent to the evaluation of evidence in business sector;
- # Use evidenced-based research techniques to support decisions;
- # Apply ethical principles and corporate governance strategies to address real world issues and problems;
- # Demonstrate a capacity to successfully work independently with personal accountability; and
- # Execute a project requiring research or real-world application.

4. Learning Goal

Graduates of this degree will be competent in professional knowledge and skills in the marketing discipline in preparation for entry into the marketing profession.

Learning objectives to achieve this goal

On successful completion of this degree students will be able to:

- # Understand and apply principles, theories and models pertaining to the marketing discipline;
- # Analyse and evaluate the key areas needed to become a successful marketing manager including managing innovation and change, strategies to motivate and lead, strategies for engaging with national and global markets and strategies for the development for market-oriented organisations;
- # Critically analyse organisation based problems and apply relevant models and theories to generate effective solutions;
- # Appraise recent developments in the marketing discipline;
- # Apply marketing principles by conducting an in-depth marketing plan project using a real world company; and
- # Critically evaluate a marketing plan.

Course Structure & Available Subjects:

The Master of Management (Marketing) consists of 12 semester-length subjects comprising three foundation subjects, three discipline core subjects, one capstone subject and five elective subjects.

Subject Options:

Foundation subjects

Students must take the following subjects:

Subject	Study Period Commencement:	Credit Points:
MGMT90140 Management Competencies	January, Semester 1, Semester 2	12.50
MGMT90141 Business Analysis & Decision Making	Semester 1, Semester 2	12.50
MGMT90144 Managing for Value Creation	Semester 1, Semester 2	12.50

Please note:

If ACCT90004 Accounting for Decision Making has not previously been taken, students must enrol in this subject in their first semester of study. This subject will take the place of an elective subject.

Discipline core subjects

Students must complete the following subjects:

Subject	Study Period Commencement:	Credit Points:
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MKTG90004 Marketing Management	Summer Term, Semester 1, Semester 2	12.50
MKTG90008 Consumer Behaviour	Semester 1, Semester 2	12.50
MKTG90011 Marketing Research	Semester 1, Semester 2	12.50

Capstone subject

Students must complete the following subject in their final semester of study:

Subject	Study Period Commencement:	Credit Points:
MKTG90005 Marketing Strategy	Semester 1, Semester 2	12.50

Elective subjects

Students must select a minimum of four subjects from the following list of Marketing subjects:

Subject	Study Period Commencement:	Credit Points:
MKTG90001 Retail Management	Semester 1	12.50
MKTG90002 Product Management	Semester 1	12.50
MKTG90003 Public Relations Management	Semester 2	12.50
MKTG90006 Brand Management	Summer Term, Semester 1	12.50
MKTG90007 Customer Service Excellence	Semester 1	12.50
MKTG90009 Advertising	Semester 2	12.50
MKTG90012 International Marketing Management	Semester 1	12.50
MKTG90017 Internet Marketing	Semester 2	12.50

Students may select a maximum of one additional subject from the list of Marketing subjects or from the list of recommended Master of Management general electives.

Entry Requirements:

- The Selection Committee will evaluate the applicant's ability to pursue the course successfully using the following criteria:
 - # An undergraduate degree in a business/commerce discipline, or equivalent; or a degree with business breadth or minor, as determined by the program director;
 - # The applicant's submitted statement of intent in seeking entry; and
- The Selection Committee may conduct interviews and tests and call for referee reports and employer references to elucidate any of the matters referred to above.

Core Participation Requirements:

The Faculty of Business and Economics welcomes applications from students with disabilities. It is University and Faculty 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 Faculty's programs. The BCom and Masters degrees of the Faculty of Business and Economics equip graduates with the knowledge and technical skills necessary to understand and participate in the modern business world. The degrees include the following academic requirements for study: (1) The ability to explain and evaluate concepts, theories, institutional arrangements and operations of modern mixed economies; (2) The ability to critically evaluate the economy, commerce and business in the broader social and political context; (3) The ability to explain and apply concepts across a range of commerce and business disciplines in solving business and policy problems; and (4) The ability to contribute positively to the development of organisations and society in relation to business, government and the commercial professions. All students of the Faculty's courses must possess intellectual, ethical, and emotional capabilities required to participate in the full curriculum and to achieve the levels of competence required by the Faculty. Candidates for the BCom degree and for FBE Masters degrees must have abilities and skills in communication; in conceptual, integrative,

	<p>and quantitative dimensions; and in behavioural and social dimensions.I. Communication: The student must be able to communicate effectively and efficiently in oral and/or written form. A student must have the ability to clearly and independently communicate knowledge and application of a discipline, principles or practices during assessment tasks, and in some discipline streams.II. Intellectual-Conceptual, Integrative and Quantitative Abilities: The student is expected to have the ability to develop problem-solving skills and demonstrate the ability to establish study plans and priorities. These abilities include measurement, calculation, reasoning, analysis, and synthesis. Problem solving requires all of these intellectual abilities. Students should also have the ability to comprehend complex disciplinary and cross disciplinary information related to the BCom and Masters degrees.III. Behavioural and Social Attributes: A student must possess behavioural and social attributes that enable them to participate in a complex learning environment and the emotional health required for full utilisation of his/her intellectual abilities. Students are required to take responsibility for their own participation and learning. They also contribute to the learning of other students in collaborative learning environments, demonstrating interpersonal skills and an understanding of the needs of other students. Assessment may include the outcomes of tasks completed in collaboration with other students. Integrity, concern for others, interpersonal skills, interest, and motivation are all personal qualities that are deemed necessary for students enrolled in FBE courses.Students who feel their disability will prevent them from participating in tasks involving the inherent academic requirements of the BCom and FBE Masters courses are encouraged to contact the Disability Liaison Unit. Adjustments can be provided to minimise the impact of a disability, but students should participate in the course in an independent manner.</p>
Graduate Attributes:	<p>On successful completion of this degree, graduates should be: Adept at analysing and evaluating evidence in management decision making in an area of commerce specialisation; Strategic and critical thinkers in relation to business and commerce related issues and in developing solutions to problems in organisations and in society; Effective decision makers in business and commerce; Cognisant of the critical importance of marketing management, marketing research, branding, consumer behaviour, promotion and communications and services marketing for superior business performance; Competent in critical evaluation of evidence in support of an argument or proposition; Problem solvers in management through the application of appropriate management theories, principles and data; Clear in articulating management issues, ideas theories and solutions to a range of audiences in written and oral form; Adept at synthesising ideas, theories and data in developing solutions to business and commerce problems; Ethical in their work practice through a knowledge of corporate governance processes; Proficient in conducting research, including accessing information and evidence from a range of sources; and Collaborative in their work practice.</p>
Generic Skills:	<p>On successful completion of this degree students should have enhanced their skills in:</p> <ul style="list-style-type: none"> # Critical evaluation of evidence in support of an argument or proposition; # Problem solving in marketing through the application of appropriate marketing theories, principles and data; # Communication of marketing and commerce related ideas, theories and solutions to peers and the wider community; # Ability to synthesize ideas, theories and data in developing solutions to marketing problems; # Ethical practice through a knowledge of corporate governance processes and implementation; # Research skills including the retrieval of information from a variety of sources; # Demonstrate a capacity to successfully engage in collaborative activities such as group based work and activities; and # Interpret and communicate research results to specialist and non-specialist audiences.
Notes:	<p>Duration Full-time students will take four subjects per semester for three semesters (approximately 18 months). Part-time students will usually enrol for six semesters taking two subjects per semester.</p> <p>Graduate Certificate in Management</p> <p>Students enrolled in any Master of Management programs who are either unable, or who choose not to continue with their studies, may be eligible to exit with a Graduate Certificate in Management. Students must have successfully completed 4 x 12.5 point Master of Management subjects comprising a minimum of two discipline core and a maximum of two elective subjects to be awarded the Graduate Certificate in Management.</p>

Graduate Diploma in Management

Students enrolled in any Master of Management programs who are either unable, or who choose not to continue with their studies, may be eligible to exit with a Graduate Diploma in Management. Students must have successfully completed 8 x 12.5 point Master of Management subjects comprising a minimum of four discipline core and a maximum of four elective subjects to be awarded the Graduate Diploma in Management.