

MGMT90045 Marketing for Managers

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: February, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 20 hours of seminars taught intensively over 5 days 2 x 3 hour group case analysis sessions (held on two evenings from 6-9pm during the intensive week) Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance.
Prerequisites:	Entry into the Master of Enterprise or the Master of Supply Chain Management.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Overview, Objectives, Assessment and Generic Skills sections of this entry. 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 the Disability Liaison Unit: http://www.services.unimelb.edu.au/disability/
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Subject Overview:	This subject introduces the basic theoretical framework of marketing including segmentation, buyer behaviour, product management, market communications, channel management and pricing decisions. Students are also introduced to basic concepts in market research, management or marketing programs and marketing ethics.
Learning Outcomes:	Students who successfully complete this subject should: <ul style="list-style-type: none"> # Understand the nature and challenges of being market oriented. # Know how to define markets and segment them, as well as how to target market segments and position with them. # Appreciate the complexities of customer behaviours and in particular the role of the customer's unconscious thoughts and emotions. # Understand and analyse the nature of the customer experience and understand how integrated branding and communications can be used to improve the customer experience.
Assessment:	Take-home exam (1000 words equivalent), due Tuesday after course delivery (20%) Assignment (1500 words), due four weeks after course delivery (30%) Field project (3000 words), due eight weeks after course delivery (50%)
Prescribed Texts:	Course materials are provided to all participants.
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:	On successful completion of this subject students should have enhanced their skills in: <ul style="list-style-type: none"># Ethical behaviour in leadership and organisations# Analysis and problem solving# Capacity for intellectual curiosity, creativity and independent thought# Communication of key ideas and theories within the discipline areas# Capacity for effective teamwork and collaboration# Information retrieval and application in relation to practical problems.
Links to further information:	http://www.mccp.unimelb.edu.au/subjects/marketing-for-managers
Related Course(s):	Master of Enterprise Master of Enterprise (Executive) Master of Public Administration (Enhanced) Master of Supply Chain Management