

MKTG90004 Marketing Management

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Summer Term, Parkville - Taught on campus. Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week (Semester 1, Semester 2). Two 3-hour seminars per week (Summer Semester) 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:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<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>
Coordinator:	Assoc Prof Anish Nagpal, Dr Ilkka Ojansivu, Dr Marcus Phipps, Prof Liliana Bove
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Subject Overview:	This subject provides an introduction to the basic concepts, principles and activities of marketing and how to manage an organisation's marketing effort. Some of the principal topics include value-based marketing, market research, selecting target markets, product and brand management, marketing communications (advertising and promotions, as well as personal selling), management of distribution channels, pricing decisions and marketing ethics. Students are also introduced to the nature of buyer behaviour, including decision-making patterns, purchase behaviours, and customer satisfaction.
Learning Outcomes:	On successful completion of this subject, students should be able to: # Analyse the fundamental principles involved in marketing; # Explain the critical importance of marketing for superior business performance; # Analyse marketing problems and be capable of applying relevant models/themes to generate appropriate solutions; and

	# Understand the various ethical issues facing a marketing manager.
Assessment:	2-hour end-of-semester examination (50%) Written assessment(s) totalling 4000 words (40%) (one mid-semester assessment of 1000 words worth 10%, one assignment of 3000 words worth 30% due end of semester) Oral assessment (10%) (once during semester)
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
Generic Skills:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Critical evaluation of an argument. For example, that market share does not necessarily create shareholder value because market share often comes at a cost; # Application of marketing theories to real world marketing practice; # Problem solving, which should be fostered through the application of appropriate theories or principles. For example, determine when to lower a product price permanently as opposed to using a series of price promotions; # Oral and written communication; # Collaborative learning and team work; # Strategic thinking.
Notes:	Students in the Master of Accounting, the Master of Management suite of programs, the Master of Business and Information Technology and the second year of the Master of Finance are eligible to undertake this subject.
Related Course(s):	Graduate Certificate in Marketing Management Graduate Certificate in University Management Master of Finance Master of Information Systems Master of Information Systems Master of Information Systems Master of Management Master of Management Master of Management (Marketing) Master of Management (Marketing) Master of Operations Research and Management Science
Related Majors/Minors/Specialisations:	100 Point Master of Journalism 150 Point Master of Journalism 150 Point Master of Management 150 Point Master of Management (Marketing) 150 point Master of Marketing Communications 200 Point Master of Journalism 200 point Master of Marketing Communications EMA 150 point program - full time over 1.5 years EMA 200 point program - full time over 1.5 years EMA 200 point program - full time over 2 years MIS Professional Specialisation MIS Research Specialisation Master of International Business electives