

MKTG90024 Advanced Marketing Management

| | |
|--|---|
| Credit Points: | 12.5 |
| Level: | 9 (Graduate/Postgraduate) |
| Dates & Locations: | 2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. |
| Time Commitment: | Contact Hours: 36 hours (three hours per week) Total Time Commitment: 144 hours per semester, including self-directed study/research |
| Prerequisites: | Admission into MC-COMMGT Master of Commerce (Management), or MC-COMMKT Master of Commerce (Marketing), or PhD with coursework (Management and Marketing) |
| 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> |
| Coordinator: | Prof Liliana Bove |
| Contact: | Semester 1: A/Prof Liliana Bove lbove@unimelb.edu.au (mailto:lbove@unimelb.edu.au) |
| Subject Overview: | The subject provides students with an advanced understanding of some fundamental and influential theories in marketing strategy and marketing management. Topics may include the development of the marketing concept, impact of marketing strategy on firm performance, branding, market orientation, value co-creation, innovation and new product development, social media management, customer engagement, etc. |
| Learning Outcomes: | <p>On successful completion of this subject a student should be able to:</p> <ul style="list-style-type: none"> # Critically analyse and explain a broad range of theories, issues, models and phenomena in marketing; # Critically analyse and evaluate fundamental ideas as well as contemporary issues in marketing; # Understand and evaluate the role of marketing in successful business performance; and # Understand and analyse the potential impact of marketing on the well-being of stakeholders and society. |
| Assessment: | Individual research paper of 5000 words, due during the end of semester examination period (50%) Paper critique #1 of 1,000 words, due in week 6 (20%) Discussion leader (each seminar one student will be appointed as the discussion leader. S/he will guide a critical class discussion of the assigned article), at a designated week throughout the semester (20%) Class participation (attendance and active participation in class discussions) throughout the semester (10%) |
| 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: | <ul style="list-style-type: none"># High level of development: oral and written communication; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; receptiveness to alternative ideas; and# Moderate level of development: written communication; collaborative learning; problem solving; team work; statistical reasoning; application of theory to practice; accessing data and other information from a range of sources. |
| Related Course(s): | Master of Commerce (Management) Master of Commerce (Marketing) |