

MKTG90025 Marketing for Entrepreneurs

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	This subject is not offered in 2016.
Time Commitment:	Contact Hours: One 3-hour seminar per week Total Time Commitment: 144 hours per semester, including self-directed study and research
Prerequisites:	None
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><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> </p>
Contact:	TBC
Subject Overview:	This subject is designed to provide a strong foundation in marketing techniques for startup businesses by reconciling the practical and theoretical concepts of building new brands. This will involve an examination and understanding of various topics including: idea generation, market analysis, customer alignment, and maximum impact branding techniques. The emphasis of this course will be on the application of marketing paradigms to increase entrepreneurial success, with a particularly strong emphasis on brand building.
Learning Outcomes:	<p>On successful completion of this subject a student should be able to:</p> <ul style="list-style-type: none"> # Critically evaluate the viability of new market entry; # Analyse marketing theory and frameworks in formulating a start-up strategy; # Analyse marketing related issues unique to start-ups and small business; and # Construct a campaign plan for new marketing ventures.
Assessment:	Individual introspective essay (2000 words), due in Week 5 (20%); Individual case development (2000 words), due in Week 7 (20%); Group Brand Campaign (4000 words), due in Week 11 (45%); and Group presentation (20 minutes), due in Weeks 11 & 12 (15%).
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
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 thinking; # Creativity; # Synthesis of market data;

- # Evaluation of data and other information;
- # Receptiveness to alternative ideas;
- # Oral communication; written communication;
- # Collaborative learning; problem solving; and
- # Team work; application of theory to practice; accessing data and other information from a range of sources.