

Master of Marketing

The Master of Marketing offers a unique approach to evaluate marketing theories and frameworks, design projects using market research tools and position products and services for the market. Alongside a foundation in the specialized knowledge and skills related to marketing, you will also have opportunities to understand the real challenges facing managers and organizations in marketing in the global marketplace and apply what you've learned in practice. The program is organized around three key themes:

Common Business Subjects

Accounting and Financial Management

This subject is a foundation subject and is intended for those who need to obtain some introductory understanding of the principles of accounting and financial management. No previous knowledge or experience is assumed. The subject will introduce you to the role that effective financial management makes within an organisation. The aim is to increase your proficiency in the use of the accounting data that you receive in your work environment, as well as making you aware of the basis on which key financial decisions are made. You will be introduced to the basic concepts of financial decision-making and the role of financial management in organisations. The concepts and techniques introduced are intended to assist you in the use and interpretation of accounting data and allow you to become better acquainted with the planning and controlling of resources you have at your disposal.

Operations Management

The subject highlights the growing importance of operations management to all types of businesses/industries. Operations management is the science and art of ensuring that goods and services are created and delivered to customers' expectations in full and on time. Additionally, it provides early insights into the content of the Master of Science reviewing areas such as Supply Chain Management, Quality Management and Project Management. This subject enhances students' fundamental knowledge and learning skills required to engage within Postgraduate learning successfully. The subject also develops students' reflective skills and ability to analyse, consolidate and synthesise complex information in problem solving and decision making.

Organisational Behaviour and Management

This subject provides a comprehensive overview of management process and organisational behaviour for students to understand the foundations of management theory and the nature of human behaviour operating within organisations. The subject covers the history and contemporary analysis of management theory and concepts relating to: individual, group and organisational processes within business contexts. This subject enhances student's fundamental knowledge and learning skills in problem solving and decision making required to successfully engage with and complete further subjects within their postgraduate

management degree. This subject also develops students' communication and teamwork skills and application of knowledge to analyse, consolidate and synthesise complex information.

Principles of Marketing Management

The subject examines the concepts underpinning the marketing process and theories relevant to the study and practice of modern marketing science. Key concepts covered include the creation and delivery of customer value, customer retention and return on marketing investment, marketing's role in an organisation as defined by the overall strategic plan, and its integration with other functional disciplines within the organisation, elements of marketing plan, competitor analysis and strategies, marketing environment, marketing research, consumer and business buying behaviour, strategic nature of segmenting markets, targeting, and positioning brands, marketing mix decisions, and marketing ethics and social responsibility. The subject provides a foundation for the development of effective market-oriented managerial thinking, communication and team-work skills.

Specialisation Subjects

Consumer Behaviour

Consumer Behaviour involves gaining a greater understanding of the consumers as individuals by studying the influence of perception, learning and memory, motivation, attitudes and attitude change on their behaviours. Other lifestyle influences are also considered such as demographics, household structure, group influence, social stratification and cultural variance. Additionally, the content of this subject focuses upon consumers as decision makers, involving an examination of the entire purchase process. All of these components are examined in relation to how they can be influenced through marketing strategies. Other areas explored include how marketing practices can be used to influence consumer behaviour for the benefit of society as a whole (social marketing) rather than purely for commercial gain.

Marketing Communication

This subject covers theoretical and practical considerations of marketing communications. It includes the range of promotional tools an organisation may use to position the organisation's brand in the minds of different stakeholder audiences, relative to competing brands, and enhance the organisation's brand equity, whether the organisation is a commercial, non-profit, or social entity. These tools include advertising, sales promotions, direct marketing, sponsorship programs, personal selling, publicity and public relations.

Digital Marketing

This subject examines the fundamentals of digital marketing in order to provide a solid foundation on digital marketing strategy, implementation and execution. This grounding provides a detailed understanding of all digital channels and platforms to key applications in marketing such as research, adding value in the areas of product, distribution, pricing and

promotion. A key focus is the link between delivering positive user experiences and developing customer relationships over time.

Social Marketing

Students will design their own social marketing campaign, demonstrating the strategic choices a senior executive needs to make when attempting to change strongly ingrained behaviour or firmly held beliefs in a manner that benefits individuals and society at large. This subject will use a case-study approach to teaching the key concepts and skills of social marketing, drawing on current and historic Australian and international campaigns. Examples of social marketing include campaigns to reduce or prevent smoking, alcohol consumption, drug use, domestic violence and unsafe driving.

Marketing Strategy

Marketing strategy is a process that can allow an organisation to concentrate its resources, human and financial on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. A key aspect of this subject is that students will be treated as members of the 'senior management executive' throughout the course and will be expected to show a thorough understanding of all the factors affecting marketing strategy decision making. Drawing heavily from theory this subject focuses on the manner in which strategy is developed. While still having a heavy focus on the marketplace and competitor analysis, we will examine which stakeholder influences affect strategy formulation and how organisations are responding to the new media age where there is increasing scrutiny from a variety of special interest stakeholder groups who expect them to act in an ethical and socially responsible manner.

Capstone Project | (12CP)

Business Research Capstone

Students will conduct a project related to an organisational context in order to develop their research skills. Students will communicate their findings orally and in writing. Projects will be allocated by the Subject Coordinator. Variations may be approved by the Program Director, provided the subject and course learning outcomes are achieved.

In addition, you will choose any one elective from the approved list below:

Retail Marketing Management

This subject will include a background to retailing, the scope of retailing, retailing strategies, merchandise and store management. Particular emphasis will be placed on case analysis in order to bring as much of the real world as possible into the classroom.

International Marketing Strategy

This subject will present various concepts and tools for analysing international marketing strategies, and evaluating the marketplace (competitors, external environment: cultural, economic, technological, political/legal, marketing opportunities, etc.) Specifically, the focus will be on developing, evaluating and implementing international marketing strategic plans at the corporate, regional and local levels. By learning the theory and practice, the student will obtain a good conceptual understanding of the field of international marketing as well as become firmly grounded in the realities of the global marketplace and strategy development. Case studies and videos exemplifying both successful and unsuccessful strategies are utilised as key tool learning tools.

Managing Services and Relationship Marketing

The aim of the subject is to introduce the graduate student to a theoretical and practical perspective of the service industry, its marketing implications, and managing buyer-seller relationships. The subject is intended for students who are interested in how to cope with service competition in a customer-oriented manner. The subject will not only deal with issues relating to managing customers in service firms, but is equally intended for manufacturers of physical goods operating in business-to-business or consumer markets because the importance of service to success is constantly growing for such firms. Because services and relationships are interrelated, the subject will deal with customer relationship management and relationship marketing as well as services management.

Strategic Brand Management

Brands are valuable and important assets that can be useful competitive differentiators that need to be considered and managed strategically often over considerable periods of time and across various geographic locations. This subject focuses on brand management that involves developing brands, managing them in the long run and measuring brand performance to help ensure firms sustain profits. By taking this subject, students will be able to learn how to: a) identify and establish brand positioning and values, b) plan and implement brand marketing programs, and c) measure and interpret brand performance.

Supply Chain Management

Increasing marketplace competitiveness driven by higher productivity levels, product variety proliferation, oversupply, demanding customers and globalisation has ushered in the era of shape-up or get run over. End-to-end Supply Chain Management holds the promise of effective response to such a business environment, but only if it is understood and actually applied. This subject therefore places particular emphasis on the interfaces between the 'chain' or 'network' of enterprises engaged in moving products, services, and information, from suppliers through intermediaries to end users/consumers. The early part of the subject focuses on understanding the concepts and principles of supply chain management. Specific supply chain management topics are then reviewed giving emphasis on topics such as customer fulfilment strategies, process thinking, physical flow management, global supply chain design, cost management, alliances and outsourcing and critical supply chain measures. Channel relationships between suppliers, manufacturers, and distributors is also reviewed, particularly as leading organisations are now openly embracing more collaborative behaviour

for mutual benefit. Transformational change in supply chains is studied from two perspectives, i.e., re- alignment inside the supply chain itself; and advanced forms of 'outsourcing'. Finally, people management and the building of employee capabilities are considered as well as future supply chain innovation requirements.

Contemporary Issues in International Business

This subject provides comprehensive analysis and exploration of probable consequences of contemporary issues in international business environments. Rapid changes in global environments may have a potentially significant impact on international business and the associated home and/or host nations. This subject will explore options for organisations which need to decide how to adjust, reshape and/or reconstruct their strategic directions and their organisation and management structures in order to meet these rapidly evolving complex challenges.

Creating and Marketing New Products

For many companies over 40% of current sales revenue is generated by new products or services that have been introduced within the last three years. This subject is designed to provide students with a thorough understanding of the processes associated with the development and marketing of a new product in today's complex environment. The focus for this course is the role marketing plays in a systematic and multi-functional, approach to the process of 'new product development' (NPD). A key aspect of this course is that students will be treated as members of top management, the ultimate decision makers and will be expected to show a thorough understanding of all the factors affecting new product strategy development, implementation, management and review. In particular, the increasing call for ethical and sustainable new products and services will be a focus of the course. The topics to be covered are: new product strategy, idea generation, opportunity identification, concept evaluation, concept testing, market testing and strategic launch planning.