

2012  
POSTGRADUATE  
MARKETING

FORWARD  
THINKING



## MASTER OF MARKETING

### RMIT program code

MC103

### CRICOS number

074353G

### Location

Melbourne  
City campus

### Mode and duration

One-and-a-half years full-time or  
three years part-time  
(144 credit points)

### Exit points

#### Graduate certificate (GC053)

One year part-time or six months full-time  
(48 credit points)

#### Graduate diploma (GD094)

Two years part-time or one year full time  
(96 credit points)

### Information for prospective students

Prospective students are welcome to visit the School and meet academic services and academic staff. Information sessions are run throughout the year. For details visit [www.rmit.edu.au/bus/postgrad](http://www.rmit.edu.au/bus/postgrad) or contact the School.

The world of business moves fast and there is always high demand for work-ready future leaders.

RMIT's cutting-edge business programs offer you the chance to develop your entrepreneurial skills, study overseas and be part of a community that supports innovative thinkers.

You can choose to specialise within programs or combine specialist skills. You will collaborate on industry-relevant projects, solve problems for real clients, and be exposed to realistic business problems and environments.

Course content is constantly redefined to meet the emerging demands of business and the broader community, which means that your studies will be wholly relevant to the national and global marketplace.

The qualifications and experience that you gain at RMIT will enable you to add value to your employer of choice—or your own business—right from day one.

The *Master of Marketing* addresses the need for high-level expertise in marketing, specifically for managers whose career development and interests are leading into marketing management. If your position requires an in-depth appreciation of the role of marketing in the overall success of the organisation, then you would benefit from this degree.

Participants will have opportunities to:

- » increase their knowledge of the marketing concepts, techniques and issues relevant to managers
- » acquire knowledge and understanding of the role of marketing and its relationships with other important functional areas in management
- » develop the ability to apply their expertise and knowledge to planning, directing, implementing, monitoring and controlling an organisation's marketing effort
- » identify personal skills required and improve personal management competencies
- » develop the ability to design and undertake appropriate research into sophisticated marketing decision-making situations
- » develop an appreciation of the global potential of an organisation
- » expand their range of knowledge and capabilities by studying non-marketing courses in the program.

'The Master of Marketing is a great program with lecturers that actually work in industry—therefore their knowledge is not only theoretical but practical. The classes are interactive and enjoyable and the lecturers get students to really participate in the learning process.'

**SALLY CARUANA** (COVER IMAGE)

*Master of Business (Marketing)\**

\* This degree has been renamed *Master of Marketing*

### Career outlook

Program participants come from a very wide range of backgrounds and industries. During the program all participants are generally maintain either full or part-time employment. The program enhances opportunities to:

- » obtain promotion to a more senior position
- » be more effective in a marketing role
- » contribute more to specific marketing activities.

### Professional recognition

Students who successfully complete the degree may qualify for membership of the Australian Marketing Institute, the Marketing Association of Australia and New Zealand and will meet the educational requirements for membership to the Market Research Society of Australia.

### Double masters

Add six months full-time to your RMIT master degree and gain two qualifications. RMIT University offers combined master degrees to new and existing students. Usually gained over a minimum of 24 months full-time, the programs are based on existing structures whereby students undertake a master degree and then transfer one year of credit towards the *Master of Commerce*.

Conditions may apply regarding the choice of electives that can be undertaken.

For more information visit [www.rmit.edu.au/bus/doublemasters](http://www.rmit.edu.au/bus/doublemasters).

### Global advantage

Business programs offer international perspectives, preparing you to be proactive and creative in responding to the challenges of globalisation. International study tours are a unique opportunity to introduce students to an overseas travel and cultural experience, combined with studies focusing on various aspects of a region or area of study.

Study tours give you the opportunity to:

- » acquire an appreciation of cross-cultural issues
- » critically appreciate and evaluate the relationship between global and national organisations and regulations
- » gain experience on how to make culturally sensitive and ethical judgements
- » work effectively as part of a multidisciplinary, collaborative team
- » internationalise your degree and gain credit for up to two elective courses (24 credit points).

For more information on study tours, please visit [www.rmit.edu.au/bus/studytours](http://www.rmit.edu.au/bus/studytours).

### What you will study

The following is an example of courses offered in the degree.

All courses are 12 credit points each unless otherwise indicated.

Please enter the course code at the RMIT website [www.rmit.edu.au](http://www.rmit.edu.au) to search for course descriptions.

#### Graduate certificate

MKTG1100	Marketing Management
MKTG1101	Consumer Behaviour
MKTG1103	Marketing Communication Strategy
MKTG1104	Marketing Research

#### Graduate diploma

MKTG1215	Strategic Marketing
	Three marketing elective courses

#### Master

Four marketing elective courses

or

Two marketing elective courses and two general elective courses

#### Electives

BAFI1100	Financial Decision Making
BUSM1588	International Marketing
MKTG1105	Interactive Marketing
MKTG1112	Services Marketing
MKTG1126	Brand Management
MKTG1127	Special Marketing Topic
MKTG1209	Business to Business Marketing
MKTG1311	Product Innovation
MKTG1263	Practice Based Marketing Research Project 1
MKTG1264	Practice Based Marketing Research Project 2

## Course descriptions

### MKTG1100 Marketing Management

Marketing rests on two fundamental insights. One was provided by a practitioner: the other by a theorist. The practitioner was McKinsey's Marvin Bower, who defined marketing as being objective. This course sets out to explain what Bower meant by that; and also why such an understanding facilitates the insight provided by the theorist. The theorist was Peter F. Drucker, who insisted that what distinguishes a business is that it has to practise marketing as it exists solely to create a customer. It can only create customers by being objective about those customers and the reality they experience. Explore these insights and marketing management in terms of those insights.

### MKTG1101 Consumer Behaviour

This course establishes a basis upon which further study in marketing is built. It aims to provide an appreciation of how buyer behaviour theory underpins marketing decision-making. In particular, the implications of mutually beneficial exchange between the buyer and the seller are examined.

### MKTG1103 Marketing Communication Strategy

Gain an appreciation and practical understanding of the process of contemporary integrated marketing communications, with a major focus on advertising and promotion techniques that lead to the establishment of strong brand equity. Learn about the increasingly important emerging and supplemental aspects of integrated marketing communication.

### MKTG1104 Marketing Research

Focuses on developing skills that are practical in nature, yet grounded in theory. Concentrate on learning theory to assist in applying appropriate tools to situations, diagnosing suitable methods and approaches, and how to apply these to a contemporary workplace situation. This course provides you with the capability to effectively plan and manage market research projects as well as conduct basic data analysis. It aims to provide a foundation for higher-level subjects requiring quantitative and qualitative analysis.

### MKTG1215 Strategic Marketing

A marketing strategy serves as the foundation of a marketing plan. A marketing plan contains a list of actions required to successfully implement a specific marketing strategy, and as such it encompasses areas as diverse as the kind of markets that a firm will target, to the identification of supply chain opportunities and threats. The aim of this course is to introduce you to the strategic marketing planning process and bridge the gap between contemporary theory and research, and the practice of writing a marketing plan at the business-unit level of operation.

## Teaching methods and assessment

Classes are mostly offered in the evening and occasionally on weekends in a combination of lecture, seminar, tutorial, workshop, studio, practical and laboratory sessions. Students learn core information in lectures, followed by small group discussions in seminars and tutorials.

Assessment is ongoing throughout the semester and may include examinations, essays/reports, oral class presentations, group projects, research projects, laboratory projects and practical assignments.



### A brand new home

From 2013, the College of Business programs will be housed in the new Swanston Academic Building. Located next to the Oxford Scholar Hotel and flanked by Swanston, A'Beckett and Stewart streets, the Swanston Academic Building is RMIT's largest construction project to date.

Through innovative design and the use of vibrant and engaging public spaces, the building will facilitate group learning and provide the very latest in teaching technology.

By choosing RMIT, you will be one of the first students to enjoy the benefits of eleven stories of purpose-built facilities for modern business education.

To learn more visit [www.rmit.edu.au/bus/sab](http://www.rmit.edu.au/bus/sab).

With a business administration degree behind her and several years experience working in banking and finance, Hanne is looking for a career change. 'I would love to work in marketing and events for a medium-sized company.'

Hanne chose RMIT because of its great reputation, industry recognition and the practical approach to the programs and courses.

'RMIT offers a wide selection of practical subjects and programs and opportunities for further studies.'

**Hanne Marie Foss**

*Master of Business (Marketing)\**

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## Work integrated learning

Employers are increasingly demanding that graduates have both formal qualifications and the experience and capability to add value to their organisation. Work-integrated learning (WIL), where you learn by doing, combines theory from the classroom with application to real life problems in a workplace environment. The result is that RMIT business graduates have a greater understanding of the nature of business and therefore a competitive edge when seeking employment.

## Research

Research degrees are offered at master and doctoral level. Research activity within RMIT Business falls under the following areas, which aim to assist organisations and institutions to function more efficiently in a changing business environment:

- » Accounting Education
- » Applied Economic Modelling
- » Computer and Privacy Law, Commercial and Tax Law
- » Corporate Governance/Social Responsibility
- » Cross-Cultural Management
- » E-Government
- » Empirical Microeconomics
- » Employment Relations
- » Entrepreneurship and Innovation
- » Environmental Management
- » Financial Markets
- » Governance and Public Sector Management
- » Human Resource Management
- » Information, Security and Knowledge Management
- » International Business Studies
- » Investments and Commodity Pricing
- » Logistics and Supply Chain Management
- » Marketing
- » Organisational Sustainability, Behaviour and Theory
- » Societal Value of Information Technology
- » Strategic Management

RMIT Business is proactive in establishing close links with industry and addressing research issues that are relevant to business and the communities in which we operate.

Collaborative ventures yield research that has broad economic, social and environmental implications beneficial to business, industry and the broader community.

For more information about research in Business visit [www.rmit.edu.au/bus/research](http://www.rmit.edu.au/bus/research).

## Fees

### Fee-paying places

2012: A\$29520 total master degree (\$205 per credit point)

### International students

2012: A\$37 440 total master degree

Fees are payable at the commencement of each semester and are adjusted on an annual basis. No fee increase will exceed the annual increase cap of 7.5%.

To find out which fees are applicable to you visit [www.rmit.edu.au/programs/fees/highered](http://www.rmit.edu.au/programs/fees/highered).

### FEE-HELP

Australian citizens and holders of a permanent humanitarian visa are eligible to apply for a FEE-HELP loan through the Commonwealth Government. For further information visit [www.goingtouni.gov.au](http://www.goingtouni.gov.au).

### Postgraduate Coursework CSP Equity Scholarships

As part of its equity strategy, RMIT University has allocated a limited number of CSP (Commonwealth Supported Place) Equity places in postgraduate coursework degrees to enhance the access of applicants from designated groups. To see if you qualify visit [www.rmit.edu.au/students/scholarships](http://www.rmit.edu.au/students/scholarships).

## Entrance requirements

A degree in any discipline from a recognised tertiary institution and evidence of a minimum one year of work experience in a business or marketing related environment.

Special entry may be granted to applicants who do not possess the basic entrance qualifications but who can demonstrate through previous study and/or professional work experience (8–10 years) their capacity to successfully undertake this degree.

## English language

All non-Australian residents and overseas full-fee paying students must provide evidence of one of the following:

- » IELTS—6.5+ (no band below 6.0)
- » TOEFL Paper-based—580+ (TWE 4.5+)
- » TOEFL Computer-based—237+ (TWE 4.5+)
- » RMIT English Worldwide (REW)—Advanced Level

TOEFL or IELTS results are recognised for only one year from the test date.

## Application closing dates and how to apply

- » 31 May each year, and
- » 10 November each year

Late applications will be accepted subject to places being available. Prospective students are encouraged to enquire about possible vacancies in the degree at any time.

## Local students

RMIT Direct Application Form  
Tel. +61 3 9925 2260  
visit [www.rmit.edu.au/programs/apply/forms](http://www.rmit.edu.au/programs/apply/forms).

## International students

Applicants must apply through International Services  
GPO Box 2476  
Melbourne VIC 3001 Australia  
Tel. +61 3 9925 5156  
visit [www.rmit.edu.au/programs/international](http://www.rmit.edu.au/programs/international).

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