



La Trobe University

- Founded in 1967
- Flagship campus of La Trobe University
- More than 26,000 students at our Melbourne (Bundoora) campus
- Over 7,000 at our campuses in Albury-Wodonga, Beechworth, Bendigo, Mildura, Melbourne City and Shepparton
- 4,900 international students from over 90 countries.
- Over 100,000 students have graduated from La Trobe University
- Internationally recognised with strong partnership, teaching, research and exchange links with over 250 institutions across more than 40 countries
- Committed to learning, teaching and research which heightens an awareness of environmental issues and to achieving a more sustainable future.
- La Trobe University was recently ranked the top Victorian university for student satisfaction (*Sweeney Uni Student Report*, 2009)

Contact

Graduate School of Management
La Trobe University
Victoria, 3086 AUSTRALIA

Telephone (+61 3) 9479 3100
Fax (+61 3) 9479 3144
Email gsm@latrobe.edu.au
Web www.latrobe.edu.au/gsm

La Trobe International

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La Trobe University is a registered provider under the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).
CRICOS Provider 00115M.

PRME Principles for Responsible
Management Education

 latrobe.edu.au

The information contained in this brochure is indicative only and is designed as an aid to students contemplating enrolment. While every effort is made to provide full and accurate information at the time of publication, the University does not give any warranties in relation to the accuracy and completeness of the contents. The University does not accept responsibility for any loss or damage occasioned by use of the information contained in this publication. The University also reserves the right to discontinue or vary arrangements, courses, subjects (units), assessment requirements and admission requirements. While the University will try to avoid or minimise any inconvenience, changes may also be made to courses, subjects (units), assessment requirements and staff after enrolment. The University may also set limits on the number of students in a course or subject (unit). For course information updates, please visit: www.latrobe.edu.au/coursefinder.

Master of Marketing Management

Master of Marketing Management with honours
Course duration: 1 year (1.5 with honours)

Overview



Campus: Melbourne (Bundoora)

The aim of the course is to provide a graduate level education pathway for recent graduates – in any discipline – who wish to establish a career in marketing, in either a national or international business setting.

The objective of the program is to provide graduates with the knowledge, skills and attitude necessary for them to function effectively in a marketing setting, in either a specialist or generalist role. Graduates may find employment in either the public or private sector – including for-profit and not-for-profit organisations.

Semester Starts

1 and 2 (March and July)

Mode of delivery

Unit delivery is normally 39 hours of class contact over a 13 week semester period. Units should be taken in sequence with completion of core units before commencement of elective units.

Final assessment will take place during examination periods. Some units will be offered in block mode.

Class vary in size. There will be normally three hours of class contact per week. Classes are offered during the day or in the evening. Students are expected to actively participate in all activities in the curriculum. Not all electives will be offered each year.

The Graduate School of Management retains the right to withdraw a unit if there are insufficient enrolments.

CORE UNITS	CREDIT POINTS
Marketing Management	15
Accounting for Managers	15
Consumer Behaviour	15
Marketing Research	15

ELECTIVE UNITS	CREDIT POINTS
Corporate Strategy	15
International Marketing Management	15
Services Marketing and Management	15
Integrated Marketing Communications	15
Supply Chain Management	15

Career opportunities

This course is suited to those seeking a career in a marketing role. Graduates will be involved in the management of specific marketing functions (advertising, sales, retail, distribution, services, wholesaling and marketing research)

Core and elective units

At the discretion of the Program Director, students may substitute up to two electives by level 5 units, with equivalent credit points (15), from the MBA or within the University.

Entry requirements

Applicants must have completed an Australian Bachelor's degree or international equivalent and possess strong verbal and written communication skills. International students must fulfil the university English language requirements. For more information see: www.latrobe.edu.au/international

All applicants must supply letters of reference from two persons familiar with their academic history. Both reports should be from a person who is familiar with the applicant's academic background, or one report should be from a person who is familiar with the applicant's academic background and the other person familiar with their personal history and quality of the applicant.

Annual tuition fees

2009 fees for:
Domestic students: \$15,856
International students: \$22,890*

Tuition fees listed in this publication are based on the standard annual credit point load for each course. In some courses or due to study load variations, loads may vary above or below the standard credit load term. Students will be invoiced for fees based on their actual credit point load for each term. Please refer to the University Handbook for information on the standard annual credit point load for a course:

www.latrobe.edu.au/handbook

* La Trobe University reserves the right to increase fees on an annual basis. In an environment of continued economic stability it is envisioned that fees will normally not rise by more than 7% per annum for most courses.

Pathways



Graduates of the Master of Marketing Management can apply for up to 4 units of advanced standing, if they choose to enrol in the Master or Business Administration program.

Advanced standing (credit)

Advanced Standing (credit) refers to credit that is granted on the basis of previous studies. La Trobe University may grant

Advanced Standing (for subjects passed at other recognised tertiary institutions) if:

- They are equivalent in content and standard to those offered by La Trobe University
- They are relevant to a student's planned course of study.

If you wish to apply for Advanced Standing (credit) for previous studies you must provide details, including course syllabus (e.g. handbook entries in English translation, with your applications).

The University will not assess previous studies for Advanced Standing (credit) before an application is lodged and this information is supplied.

Honours

Master of Marketing Management graduates with an overall weighted average mark of 70% across all units attempted are invited to apply for the honours program.

Honours candidates are required to complete a four unit equivalent Research Paper (60 credit points).

How to apply

Australian students:

Please contact the Graduate School of Management or visit the website listed below for information about application procedures, application forms and study opportunities at La Trobe University.

Contact:

Graduate School of Management
La Trobe University
Victoria 3086 Australia
Ph: (03) 9479 3100
Fax: (03) 9479 3144
Email: gsm@latrobe.edu.au
Web: www.latrobe.edu.au/gsm

International students:

For information on living costs, accommodation, visas and how to apply, please contact:

La Trobe International (LTI)
La Trobe University
Victoria 3086 Australia
Email: international@latrobe.edu.au
Telephone:
Future students:
(+61 3) 9627 4805

Current students & enquiries related to submitted applications:
(+61 3) 9479 1199
Facsimile: (+61 3) 9479 3660

Director's Message



The Masters of Marketing Management degree is tailored to provide students from diverse educational backgrounds with marketing training in order to hit the ground running.

In response to specific demands from industry, the GSM is running this new programme that also espouses the core principles of the United Nations Principles of Responsible Management Initiative.

We are excited about it and invite you to ride the wave.

Dr Navin Veerapa
Director, Masters Programs