
MARKETING

POSTGRADUATE STUDY IN THE CITY



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**VICTORIA
UNIVERSITY**

**A NEW
SCHOOL OF
THOUGHT.**

MARKETING

VU's flexible Masters program in Marketing will help you to better understand the processes of problem solving and decision making. It will equip you with the skills and knowledge to commission, design, conduct and interpret market research. It will also enhance your understanding of the nature of major global economic issues and their implications for marketing strategies.

MASTER OF BUSINESS (MARKETING)

This Master of Business (Marketing) will equip you with the skills necessary to develop, implement and evaluate marketing strategies and initiatives for not-for-profit and for-profit business that operate in local and global contexts. You will develop skills that enable you to develop sustainable and ethical marketing programs for a diverse set of stakeholders.

COURSE STRUCTURE

4 Core Units of Study

4 Elective Units of Study

Plus an additional 4 Elective Units of Study or Thesis

CORE UNITS

Marketing Management: This unit develops an approach in understanding the needs of customers, understanding their behaviour and their perception of value. These skills are applied in developing marketing plans and implementing a successful marketing strategy.

Consumer Behaviour: This unit discusses the consumer as the focus of the marketing system and emphasises the use of knowledge about consumer behaviour in marketing decisions and insight for innovation.

Market Research: This unit will develop analytical skills and the knowledge of market research techniques and confidence in the application of the methodologies in solving practical market research problems.

Marketing Strategy: This is an advanced unit which builds upon prior marketing subjects and knowledge by adopting a strategic perspective to planning and decision-making. This unit examines the research methods, analysis and issues associated with the formulation and implementation of marketing strategy.

COURSE DURATION AND DELIVERY OPTIONS

At VU we know that most postgraduate students are working full-time when completing their studies and we have tried to make our courses as flexible as possible.

The full Master Degree will take 1.5 years of full-time study to complete or part-time equivalent. Units are offered during day and evening sessions and during semester break - often referred to as Summer or Winter School.

Our postgraduate courses offers flexible exit options, after completing 4 units you can exit with a Graduate Certificate in Business, after completing 8 units you can exit with a Graduate Diploma in Marketing. If you exit early and decide to return to your studies at a later date you simply re-enter the course where you left off.

PREREQUISITES

To qualify for admission to the Master of Business (Marketing) an applicant must have normally successfully completed a relevant degree or graduate diploma and be employed in or intend to be employed in a position associated with marketing or, in the absence of formal qualifications, have such training and work experience as to indicate the ability to undertake the course successfully.

FEES, SCHOLARSHIPS AND APPLYING

The total cost of your postgraduate study will depend on the units you choose for your electives. Fees are charged on a unit basis and will differ depending on your specialisation and electives. To help you determine the cost of your degree visit our website: www.vu.edu.au/courses/fees-and-scholarships

Victoria University offers a range of scholarships to assist postgraduate students with the costs of study. Postgraduate coursework students may be eligible for VU and other scholarships. Visit our website for more Scholarship Information: www.vu.edu.au/courses/fees-and-scholarships/scholarships

You can apply directly to VU using a 'Higher Education Supplementary Form', if you are currently enrolled at VU you can apply using an 'Internal Course Application' form, both are available from:

www.vu.edu.au/courses/applying/how-apply

LOCATION

The City Flinders Campus is a convenient and accessible location ideal for your postgraduate study particularly if you work in the City. Located at 300 Flinders Street, it is opposite the Flinders Street Station and close to tram stops.

Our postgraduate business courses operate on levels 9, 10 and 11 of the City Flinders Campus which have recently been refurbished and upgraded and now provide three connected floors of classrooms, lecture theatres and computer labs.

Students will have access to the new Learning Commons (Library) on level 15.

The Learning Commons provides students with access to photocopying, computing and printing facilities and an extensive range of electronic and print resources.

MORE INFORMATION

DR LEANNE WHITE,
MASTER OF BUSINESS (MARKETING), COURSE COORDINATOR

Phone 03 9919 9551

Email leanne.k.white@vu.edu.au

