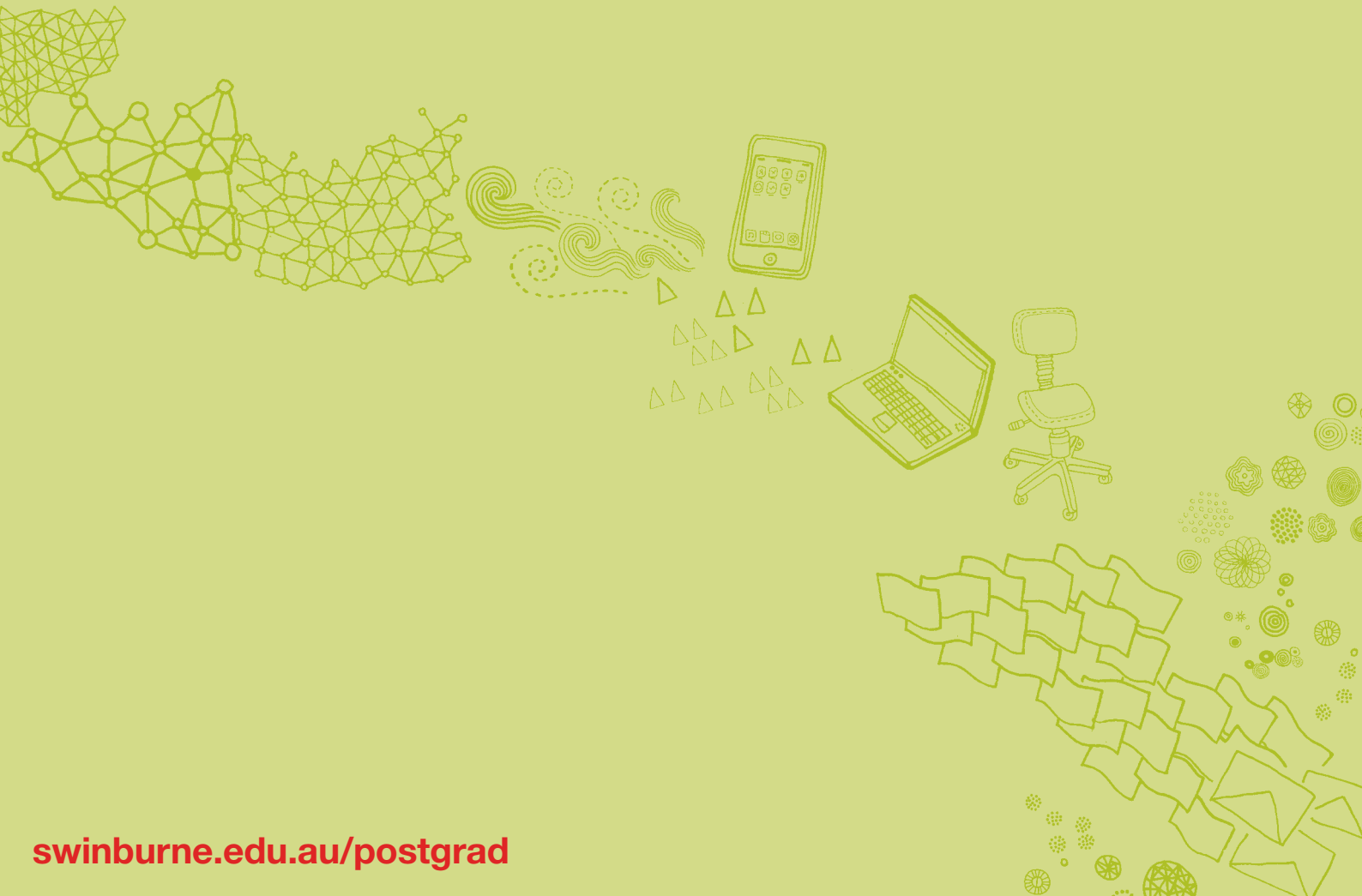


WHAT IS YOUR POINT OF DIFFERENCE?




POSTGRADUATE PROGRAMS AT AGSE

The Faculty of Business and Enterprise is a leading provider of business education in Australia, delivering undergraduate and postgraduate programs on-campus in Australia as well as at a number of international locations including Vietnam and Malaysia. The faculty benefits from its strong links with employers and professional bodies, both locally and internationally, and our mission is focused on developing the business leaders of tomorrow.

The faculty is one of six academic faculties at Swinburne University of Technology, an innovative education institution with five campuses in Melbourne and one in Sarawak, Malaysia. Swinburne is ranked among the top universities in the world in both the prestigious Shanghai Jiao Tong University Academic Rankings and the Times Higher Education QS World University Rankings. Closer to home, Swinburne is rated the best university in Melbourne for teaching quality and graduate satisfaction (The Good Universities Guide 2010).

The Australian Graduate School of Entrepreneurship (AGSE) is the faculty's graduate school. The AGSE has been leading the delivery of postgraduate business and management education for more than 30 years, and is Australia's only graduate school dedicated to the development of entrepreneurs. We combine practical theory with experiential learning to develop entrepreneurial leaders and innovative thinkers who have the required knowledge and skills to succeed in an often turbulent and challenging environment.

The AGSE established the renowned AGSE International Entrepreneurship Research Exchange. This international premier conference is a forum for the exchange and celebration of entrepreneurship research undertaken around the world in a collegial spirit.



Our programs are underpinned by high quality research and teaching excellence. Learn from commercially experienced academics, in courses that are practical and relevant to industry.

MASTER OF COMMERCE (INTEGRATED MARKETING)

MASTER OF COMMERCE (MARKETING)

GRADUATE DIPLOMA OF COMMERCE (MARKETING)

GRADUATE CERTIFICATE OF COMMERCE (MARKETING)

The study of marketing is relevant to all areas of business life. The Master of Commerce (Marketing) program gives you the opportunity to gain specialist knowledge and expertise in all aspects of marketing. This program prepares you to engage and identify marketing opportunities in the business environments in which your organisation operates. Practical application of theory and current real-life case studies are key features of this program, and its contents can be applied to both business and not-for-profit situations.

In this course you will gain theoretical and practical knowledge of marketing concepts and techniques, as well as expand your ability to plan, direct, implement and control marketing activities. You will also acquire an in-depth knowledge and understanding of marketing, and its role and relationship to and with other business functions.

Master of Commerce (Integrated Marketing)

This qualification is for students who are interested in further specialist studies in the field of marketing.

In addition to the requirements of the Master of Commerce (Marketing) program, students complete an additional 50 credit points of study, comprising a unit in either Marketing Decision Tools or Information Analysis, (or approved electives if those units were completed prior to integrated stage), plus units in Research Methodology and Integrated Project in Marketing.

In order to qualify for the Master of Commerce (Integrated Marketing) award, students must achieve a 70% average or above in the final 100 credit points of the program, or an average mark of 75% or above in the final 50 credit points of the program.

Career opportunities

For students without business experience, this course will prepare you for a career in marketing areas such as marketing management, product management, market research,

For those who have already established a business career, the key vocational outcomes will arise from better job performance and new opportunities opening up which demand higher qualifications.

Admission requirements

In order to gain entry into the Master of Commerce (Marketing) program applicants must have:

- Completed an approved undergraduate degree at credit level, from a recognised tertiary institution equivalent to a three-year Australian bachelor degree. Applicants who hold an approved undergraduate degree with less than a credit average must, in addition, submit a 500-word statement demonstrating their suitability for the program
- Completed the Graduate Certificate of Commerce (Marketing) with a credit average
- Completed the Graduate diploma of Commerce (Marketing) with a credit average in the final four units

Special non-graduate entry

A special entry provision is available for those applicants who do not have an approved undergraduate degree, but have at least a minimum of five years approved work experience.

Program structure

The Master of Commerce (Marketing) requires the satisfactory completion of 12 units of study. You can choose to exit the program at graduate certificate level (four units of study) or at graduate diploma level (eight units of study), subject to meeting pre/co-requisite requirements. The Integrated Marketing component requires an additional 50 credit points of unit of study – see program plan below for specific units.

Location

The program is delivered at Swinburne's Hawthorn campus.

Program length

Master of Commerce (Marketing) – 1.5 years full-time or equivalent part-time

Master of Commerce (Integrated Marketing) – Two years full-time or equivalent part-time

International student visa holders must study full-time.

Intakes

February, August

Units of study

GRADUATE CERTIFICATE UNITS	
HBM420	Marketing Fundamentals and Practices
HBM423	Marketing Planning
HBM424	Customer Behaviour and Management
HBM425	Marketing Research Fundamentals

GRADUATE DIPLOMA UNITS	
HBM532	Marketing Project Management
HBM533	Marketing Strategy Development
	Plus two elective units

MASTER UNITS	
Option 1	
HBM525	Marketing Decision Tools
HBM526	Information Analysis
	Plus two elective units*
Option 2	
	HBM525 or HBM526
	Plus three elective units*
Option 3	
	HBM525 or HBM526
HBM620	Research Methodology
HBM623	Integrative Project in Marketing

MASTER OF COMMERCE (INTEGRATED MARKETING) UNITS	
	HBM525 or HBM526 (whichever was not completed at master level. If both units have been completed then an appropriate elective can be undertaken.)
	PLUS HBM620 and HBM624 (25 credit points)

Global Leadership Program

A popular alternative to the Master of Commerce (Marketing), this is a unique program offering students the opportunity to gain two master degrees in two years, from two high-ranking institutions: a Master of Commerce (Marketing) from Swinburne, and a Master of Science (Leadership) from Northeastern University, Boston, USA.

The program is taught at Swinburne by both Swinburne and Northeastern academics, with the option to study your leadership units in Boston.

For more course and admissions information:
www.swinburne.edu.au/globalprograms

For specific unit and course information:
www.swinburne.edu.au/courses



HBM420 Marketing Fundamentals and Practices

Learn about the marketing process, from the initial market analysis, understanding of customer needs and wants and buying behaviour. Learn about target marketing and strategic planning, as well as the implementation, evaluation and control of marketing performance. This unit also examines how the legal system affects product market decision-making processes, develops your analytical and creative approaches to solving marketing problems and encourages you to apply your learning to the environment of your own organisation.

HBM423 Marketing Planning

Gain an understanding of the concrete benefits to be gained from marketing planning, and how to plan marketing for different industries. You will be introduced to the theoretical and practical aspects of market planning, and explore the global and local trends in the field. This unit also aims to develop your knowledge of the financial factors in, and the legal controls on, marketing planning.

HBM424 Customer Behaviour and Management

This unit develops your understanding of marketing and customer behaviour and explores areas including influences on individual behaviour, and behaviour of groups. Develops an understanding of human behaviour and its management, and methods for the analysis of human behaviour, and development of appropriate behavioural interventions which are intended to achieve the goals of the organisation.

HBM425 Marketing Research Fundamentals

Introduces you to the theoretical and practical aspects of collecting marketing information for decision making, and using marketing research tools to help managers identify and solve problems. You will be taught how to interpret and summarise information from a variety of sources. Emphasis will not only be on the processes involved, but also on the different kinds of information needed to make sound managerial decisions, for both routine and project-specific needs.

HBM525 Marketing Decision Tools

This unit looks at the link between marketing decision tools and business performance results, as well as the tools and metrics available to monitor marketing processes and solve business problems involving marketing decisions. It also looks at the organisational context in which marketing operates and delivers value.

HBM526 Information Analysis

Learn how to use and analyse computer software modelling tools to support decision making in marketing. It is the information derived from data that promotes insights, and therefore, decisions. These tools are used to research, develop, position, predict, promote, segment, price and monitor products and services, as well as to allocate resources.

HBM532 Marketing Project Management

Introduces you to project management. Equips you with the knowledge and skills to apply to project activities in order to meet or exceed stakeholder needs and expectations. Shows you how project management can apply to ongoing operations or a one-off project. Demonstrates how to organise the appropriate management structure required for a project.

HBM533 Marketing Strategy Development

This unit covers a range of business tools that are significant and relevant to the development of marketing strategy. It is designed to help you develop the ability to understand the wide range of issues that can impact the development of marketing strategy within a planning context.

HBM620 Research Methodology

This unit will cover various methods of data collection and analysis to ensure you can choose the most appropriate method(s) given the context in which you operate. Qualitative research approaches are also explored. This unit is a prerequisite for HBM623/4 Integrative Project in Marketing.

HBM623/4 Integrative Project in Marketing

In this unit you will extend your capabilities in problem solving, problem research, analysis, evaluation and recommended action plans.

Your project will involve either:

- developing a solution to an organisational marketing issue, problem or opportunity sourced from your workplace or another company. You will then write a business report describing your project and the solution

OR

- writing an academic dissertation (if an academic research project) probably intended as a lead-in to your PhD

General information

Jerro Lin
IMI Buschjost Norgen GmbH & Co. KG,
Germany

"I was working in strategic marketing before deciding to return to study in order to focus my career path. I chose this program because it wasn't just a simple marketing course; it included elements such as process mapping, strategic planning and entrepreneurial business concepts. It is a very practical course, combining academic study and the sharing of real work experiences. It also provided great networking opportunities.

I had great working relationships with classmates and lecturers. Some lecturers have their own consultancy businesses, and current students have access to their valuable advice for free! Also, I found my present position through a Swinburne contact. I have worked in different divisions of my company in Singapore, England, USA, Germany and China on various projects in marketing, supply chain management, engineering sourcing and business development. I am currently in our German division working on business development in Chinese markets, and next year I will move to the USA to develop our markets there."

Facilities

As a Swinburne student you will automatically gain access to a range of facilities and services. These include a well-resourced library, computer laboratories, fitness and health facilities, personal and career counselling, housing, employment and financial advice.

Fees

In 2011, tuition fees for this program are based on \$2100 per 12.5 credit point unit of study. In the event that a unit of study is derived from another program, the applicable fee will be that of the other program. All fees are reviewed each year and may increase without notice.

	Units	Fees
Graduate Certificate	4	\$8,400
Graduate Diploma	8	\$16,800
Master	12	\$25,200

FEE-HELP

FEE-HELP is a government funded loan that helps eligible fee-paying students pay their tuition fees. FEE-HELP is not available to New Zealand citizens and most holders of Australian permanent visas, however, it is available to Australian citizens and holders of a permanent humanitarian visa.

For further information visit: www.goingtouni.gov.au

English proficiency

Students whose first language is not English must provide evidence of advanced proficiency in written and spoken English:

- IELTS overall band of 6.5 (Academic Module) with no individual band less than 6.0; or
- TOEFL 575 with TWE score not less than 50; or
- Proof of previous recognised studies (e.g. bachelor degree) taught in English

Application procedure

If you are an Australian resident you can find application information and apply directly at www.swinburne.edu.au/postgrad

International students should apply through Swinburne International. For further information visit: www.international.swinburne.edu.au

Applications should be accompanied by:

- A certified copy of original transcripts of official results for previous academic qualifications
- Current résumé or curriculum vitae
- English language test score, if English is not your first language
- Certified copies of proof of identity as follows:
 - Australian citizens: birth certificate, or extract of birth certificate or Australian passport or Certificate of Australian Citizenship
 - Permanent residents: passport containing Permanent Resident visa label or a letter from DIAC indicating Evidence of Resident Status in Australia



Recognition of Prior Learning (RPL)

Credit may be granted to students based on the completion of relevant prior tertiary studies. We will make an assessment of your RPL in conjunction with your enrolment application so all supporting documentation needs to be supplied. Please note: units completed more than 10 years prior to enrolment at Swinburne are not admissible for RPL purposes.

Transition into Postgraduate Study (TPS)

The Transition into Postgraduate Study (TPS) orientation workshop is an interactive and fast-paced on-campus induction program for all commencing Faculty of Business and Enterprise postgraduate students. It gives you the opportunity to gain the knowledge and insight that would help you to hit the ground running when you start your course.

During the TPS program you will be warmly welcomed into the Swinburne community. You have the opportunity to meet your fellow students and academic staff, find out about the learning facilities available on-campus, and learn about how to manage the transition into a postgraduate learning environment.

International students

If you want to study at Swinburne but are not an Australian resident, telephone Swinburne International on (+61 3) 8676 7002 or 1800 897 973 from within Australia, or visit: www.swinburne.edu.au/international

Further information

Telephone: 1300 275 794
Email: postgrad@swinburne.edu.au
www.swinburne.edu.au/business/agse

Important semester dates

We take applications throughout the year. The semester start dates for 2011 are as follows:

Semester 1

February intake **28 February 2011**

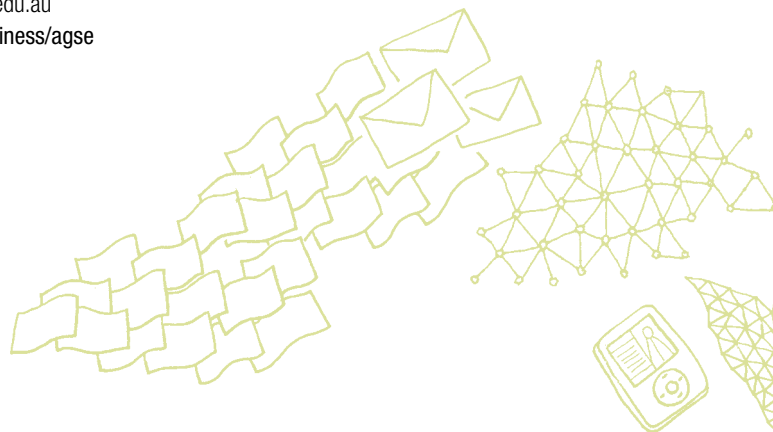
Winter Term
(Global Leadership Program) **20 June 2011**

Semester 2

August intake **8 August 2011**

September intake (MBA and
Global Leadership Program) **26 September 2011**

These dates are correct at time of printing but are subject to change. For current semester dates: www.swinburne.edu.au/calendar



Where we are

Hawthorn campus
John Street,
Hawthorn Vic 3122

Lilydale campus
Melba Avenue,
Lilydale Vic 3140

Prahran campus
144 High Street,
Prahran Vic 3181

Questions?

1300 ASK SWIN
(1300 275 794)
www.swinburne.edu.au
postgrad@swin.edu.au

For information on
postgraduate events visit:
www.swinburne.edu.au/postgrad

CRICOS Provider Code: 00111D
The information contained in this course guide was correct at the time of publication, September 2010. The university reserves the right to alter or amend the material contained in this guide. The information in this guide does not apply to international students. For information about courses for international students please go to: www.international.swinburne.edu.au

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INFORMATION SESSIONS

Information sessions are held regularly throughout the year. They are a great opportunity to meet and talk to staff about your postgraduate study options.

The sessions help you understand what your chosen postgraduate program entails – what you can learn and what your study options are and where your qualification may take you.

For session dates visit
www.swinburne.edu.au/postgrad
or call us on 1300 ASK SWIN

