

# Graduate Unit Offerings 2010

Provisional Unit Mode Summary as at 19<sup>th</sup> October 2009

For rooms please check the timetable at <http://mutts.monash.edu.au/MUTTS/>

Evening	Distance Education	5 Day Block 9am to 5pm on the dates listed	Day
Split Block 9am to 5pm on the dates listed	Off campus	Overseas Study Program	Off campus on-line & Open Universities Australia

Code	Unit	Semester one	Semester two	Summer 2010
MKF5403	Advanced business research methods for marketing	12/3, 13/3, 3/4, 17/4, 8/5		
MKF5463	Advanced buyer behaviour		13/8, 14/8, 24/9, 25/9, 15/10	
MKX5641	Advanced marketing communication		Wed	
MKX5611	Advanced supply chain management			
MKF5200 X3410	Assessing marketing performance	Thur 	Tues 	
MKX5371	Business to business marketing		23/7, 24/7, 20/8, 21/8, 8/10	
MKF9790	Banking and financial services	Thur		
MKX5251	Case studies in marketing strategy	Mon 	Thurs 	
MKX5461	Contemporary issues in marketing	Tues		
MKX5751	Delivering customer value	26/3, 27/3, 30/4, 1/5, 21/5		
MKX9701	Direct marketing	5/3, 6/3, 19/3, 23/4, 24/4		
MKF5703	Direct marketing: creative & media		13/8, 14/8, 10/9, 11/9, 1/10	
MKX5561 X3415	E Marketing			
MKX9160 X3401	Foundations of marketing	Tues 	Wed 	
MKX9620	Fulfilment and order management		6/8, 7/8, 3/9, 4/9, 17/9	
MKX9261 X3408	Integrated marketing communication	Thur 	Thur 	
MKX5260 X3419	International marketing		Mon	
MKX9830	International retailing		30/7, 31/7, 27/8, 28/8, 16/10	
MKX5541	International study program in marketing ( <i>CHINA study program</i> )		Jun/Jul	
MKF5521	International study program in marketing ( <i>Overseas study program</i> ) <b>Enrolments closed</b>			Jan 10
MKF5150 X3416	Major project (2 units)			
MKX9640	Managing supply chain inventory		27/9 to 1/10	

MKX9550	Marketing and the international consumer *	🕒 Mon	🕒 Thur	
MKX5741	Marketing decision analysis			■ Jan 11-15
MKF5280	Marketing environmental sustainability	🕒 Mon 💻	💻	
MKX5123	Marketing innovation and planning	🕒 Tues	🕒 Thur	
MKF9120 X3403	Marketing research	🕒 Mon 💻	🕒 Mon 💻	
MKF5140	Merchandise planning and control		📅 23/7, 24/7, 20/8, 21/8, 8/10	
MKF5511	Monash Australian marketing study program			➔ Jan 09
MKX5760	Non profit and social marketing		📅 6/8, 7/8, 3/9, 4/9, 17/9	
MKF5271 X3405	Product management and planning		💻	
MKX5660	Relationship marketing	🕒 Tues		
MKF9810 X3417	Retailing	📅 12/3, 13/3, 16/4, 17/4, 7/5	💻	
MKF5391	Sales management			■ Jan 18-22
MKF5630 X3413	Services marketing	💻	🕒 Wed	
MKX5241 X3418	Sport marketing & sponsorship	💻		
MKF5231	Strategic brand management**	📅 9/2, 10/2, 11/2, 12/2, 15/2		
MKX9610	Supply chain logistics	📅 19/3, 20/3, 23/4, 24/4, 14/5		
MKF5500	Survey data analysis		☀️ Fri	
MKF9110 X3402	Theory and process of buyer behaviour	🕒 Wed 💻	🕒 Tues 💻	
MKF5301	Thesis (2 units)	📄	📄	

### Important Notes

- The Department of Marketing advises that this schedule of offerings for 2010 is provisional and is subject to change. Please check for updates at this site: <http://www.buseco.monash.edu.au/mkt/study/postgrad/>
- Room details will be available on the official University timetable: <http://mutts.monash.edu.au/MUTTS/>. It is advisable to check your rooms prior to attending classes as they are subject to change as a result of student enrolments. All units will be taught at the Caulfield Campus.
- \* MKF9550 Marketing and the international consumer is not suitable for students enrolled in the Master of Marketing.
- \*\* MKF5231 Strategic brand management exam will be held on a Saturday morning in March.

### Contact the GSB

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