MASTER OF COMMERCE
(MARKETING/MANAGEMENT)
Dr Ben Neville

WELCOME TO THE WORLD CLASS
THE PROGRAM

• The Master of Commerce (Management/Marketing) provides advanced-level studies in management and marketing on an internationally recognised pathway.

• The course provides a pathway to careers in areas including consulting, strategy, planning and business analysis.

• The course offers a pathway to an academic career through completion of a PhD.
THE DISCIPLINE

• Why undertake advanced-level Management/Marketing studies?
• Current trends in management & marketing research
• Career outcomes
THE PROGRAM DIRECTOR

Dr Ben Neville
E: banevi@unimelb.edu.au
P: 8344 1907
COURSE PLANNING

The **MBS Course Planning website** contains important study planning information for your program.

**VISIT THE COURSE PLANNING SITE FOR INFORMATION ON:**

- Subject selection
- Class registration
- Advanced Standing
- Recommended study plans
- Student Support

fbe.unimelb.edu.au/students/mbs
GET THE MOST OUT OF YOUR STUDIES AT MBS

• Plan your studies
• Be an active learner
• Do your reading and class preparation
• Ask questions in class
• Participate in team activities
• Follow assessment guidelines
• Read your university emails - they contain important information
• Approach staff if you need help

REMEMBER:
• We want you to succeed and are here to facilitate your learning.
• The more you put in to your studies, the more you will get out!
Workload

Every student should devote no less than **9 hours study per subject** per week outside of the classroom.

A full-time study load of 4 subjects per semester requires at least **48 hours study per week** (12 hours in class + 36 hours outside of class).

Study Skills

The University’s **Academic Skills** team provide online resources, workshops and individual tutorials to improve your study skills and help you reach your academic potential.

Visit the website for more information: services.unimelb.edu.au/academicskills
The Master of Commerce (Management) is an 18 month full-time or 36 month part-time program consisting of 3 foundation subjects, one advanced level methods subject, two core Management constrained choice subjects, four elective subjects and the (double subject) Research Report.

### SEMESTER 1

<table>
<thead>
<tr>
<th>Subject</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations in Qualitative Methods</td>
<td>FOUNDATION</td>
</tr>
<tr>
<td>Foundations in Quantitative Methods</td>
<td>FOUNDATION</td>
</tr>
<tr>
<td>Organisation Research Decisions &amp; Design</td>
<td>FOUNDATION</td>
</tr>
<tr>
<td>Advanced management subject</td>
<td>CORE</td>
</tr>
</tbody>
</table>

### SEMESTER 2

<table>
<thead>
<tr>
<th>Subject</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Report</td>
<td>CORE</td>
</tr>
<tr>
<td>Advanced methods subject</td>
<td>CORE</td>
</tr>
<tr>
<td>Advanced management subject</td>
<td>CORE</td>
</tr>
<tr>
<td>Advanced management or marketing subject</td>
<td>ELECTIVE</td>
</tr>
</tbody>
</table>

### SEMESTER 3

<table>
<thead>
<tr>
<th>Subject</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Report</td>
<td>CORE</td>
</tr>
<tr>
<td>Advanced management or marketing subject</td>
<td>ELECTIVE</td>
</tr>
<tr>
<td>Elective</td>
<td>ELECTIVE</td>
</tr>
<tr>
<td>Elective</td>
<td>ELECTIVE</td>
</tr>
</tbody>
</table>
Suggested study plan: Master of Commerce (Marketing)

**SEMESTER 1**

<table>
<thead>
<tr>
<th>Subject Name</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations in Qualitative Methods</td>
<td>FOUNDATION</td>
</tr>
<tr>
<td>Foundations in Quantitative Methods</td>
<td>FOUNDATION</td>
</tr>
<tr>
<td>Organisation Research Decisions &amp; Design</td>
<td>FOUNDATION</td>
</tr>
<tr>
<td>Advanced marketing subject</td>
<td>CORE</td>
</tr>
</tbody>
</table>

**SEMESTER 2**

<table>
<thead>
<tr>
<th>Subject Name</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Report</td>
<td>CORE</td>
</tr>
<tr>
<td>Advanced methods subject</td>
<td>CORE</td>
</tr>
<tr>
<td>Advanced marketing subject</td>
<td>CORE</td>
</tr>
<tr>
<td>Advanced management or marketing subject</td>
<td>ELECTIVE</td>
</tr>
</tbody>
</table>

**SEMESTER 3**

<table>
<thead>
<tr>
<th>Subject Name</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Report</td>
<td>CORE</td>
</tr>
<tr>
<td>Advanced management or marketing subject</td>
<td>ELECTIVE</td>
</tr>
<tr>
<td>Elective</td>
<td>ELECTIVE</td>
</tr>
<tr>
<td>Elective</td>
<td>ELECTIVE</td>
</tr>
</tbody>
</table>

The Master of Commerce (Marketing) is an 18 month full-time or 36 month part-time program consisting of 3 foundation subjects, one advanced level methods subject, two core Marketing constrained choice subjects, four elective subjects and the (double subject) Research Report.
ELECTIVE SUBJECTS

Master of Commerce (Management/Marketing) students complete 4 electives including:

2 Advanced Master-level subjects:
Advanced International Business
Advanced Human Resource Management
Advanced Management Theory
Advanced Operations Management
Advanced Organisational Behaviour
Advanced Strategic Management
Advanced Consumer Behaviour
Advanced Marketing Management

& Two subjects chosen from any of our Masters-level subject offerings or from outside the department with program director approval.
TIPS ON CHOOSING ELECTIVES

- Identify the subjects you have an interest in
- Check pre-requisite requirements
- Challenge yourself!
Contacting Academic Staff

Program Director
Dr Ben Neville
E: banevi@unimelb.edu.au
P: 8344 1907

Subject coordinators

- **Subject co-ordinators** will advise you on how you can contact them and/or what their consultation times are in the first week of classes
- **Staff** email addresses can be found using the University’s online directory directory.unimelb.edu.au
Your student services online, on the phone and in person

Find all of your Uni info online
students.unimelb
Comprehensive website for current students at Melbourne

Check our FAQs or ask online
ask.unimelb
University's knowledge database

Call us
13 MELB (13 6352)
Outside Australia: +61 3 9035 5511
9am – 5pm
Monday to Friday

Join a chat
9am – 7pm
Monday to Friday

Visit us from 9am – 5pm, Monday to Friday

Stop 1 at PARKVILLE
All students
757 Swanston Street
(Main entrance off Grattan Street)

Stop 1 at SOUTHBANK
VCA and MCM students only
234 St Kilda Road, Southbank (Elisabeth Murdoch Building)

Health and Wellbeing services
All students
138 Cardigan Street, Carlton

GET UPDATES ONLINE

FOLLOW US FOR THE LATEST UPDATES:
@uomstop1

FIND US ON FACEBOOK:
uomstop1
firstyearatunimelb
My Unimelb

My Unimelb is your personal portal to your enrolment (study plan) and email. It can be accessed at my.unimelb.edu.au using your University email account username and password.

After you have completed your online enrolment, you can use My Unimelb to register for classes, change subjects and even update your address details.
CREATING YOUR CLASS TIMETABLE

- Students must enrol in subjects for the whole year
- Once enrolled, you must register in classes for Semester 1
- To register, log into the student portal my.unimelb.edu.au and select your preferred classes from the options available

PLEASE NOTE:

- If you are unable to register for an elective because classes are full or clash with another subject, you must choose a different elective.
- If you are unable to register for a compulsory subject because classes are full or clash with another compulsory subject, log a registration enquiry.

Trouble registering in classes?

Log a CREM Request: students.unimelb.edu.au/admin/registration
What is Advanced Standing?

Students who have completed undergraduate-level subjects that are equivalent to compulsory MBS subjects (foundation or core subjects), may be granted subject exemptions. This does not reduce the number of subjects a student must complete, but allows them to take electives in place of the exempted subjects.

Students who have completed graduate-level studies that are equivalent to compulsory MBS subjects may be offered credit. Credit does reduce the number of subjects a student must complete.

If you have been granted Advanced Standing:

- This will be stated in your letter of offer for the program
- If you have received an exemption, contact Stop 1 to have the exempted subject replaced with an elective
ADVANCED STANDING

All students are assessed for advanced standing when they apply for admission to an MBS program.

If you haven’t received advanced standing but believe you are eligible, you may submit an application for a second assessment online: students.unimelb.edu.au/admin/credit

IMPORTANT: Applications for advanced standing should only be submitted once, prior to commencing your program.

Application requirements

Applications for advanced standing must include the following supporting documentation:*  

• Academic transcripts  
• Detailed subject outline/s from a published university source (e.g. university handbook) for the year you completed the subject.  
• Documents in a language other than English must be translated by a certified professional translator.

*Students who completed their prior studies at UoM do not need to submit supporting documentation.
You will need a UoM student card for administrative transactions, proof of identification for exams, access to study spaces and your library account. You should have your student card with you whenever you are on campus.

How to get your student card

You will need to:

1. Complete your course enrolment, including enrolling into subjects.

2. Upload your photograph via the CaptureME portal.

3. Wait for a confirmation email (this can take up to 24 hours). The email will let you know how to receive your student card (i.e. via post or collection).

Further information: students.unimelb.edu.au/admin/student-card
QUESTIONS?