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## **New Master of Commerce Degrees at the University of Melbourne – starting in 2010.**

The Melbourne Graduate School of Management offers a comprehensive range of programs for graduates of the University of Melbourne New Generation degrees, as well as recent graduates from other universities. Programs are taught by academics from the Faculty of Economics and Commerce who contribute innovative and engaging teaching and influential research to the learning experience.

Through a suite of graduate business programs, specialist management programs and research higher degrees, students are able to develop specialist knowledge in particular disciplines and receive the best possible preparation for being tomorrow's business leaders. The Melbourne GSM's strong links with the Australian business community provide students with valuable industry exposure essential to providing a two-way exchange and fostering thought-leadership and research skills. Students can choose to study full or part-time and also have the option of exploring their interests by completing single subjects.

Two new degrees will be offered for the first time in 2010 — the Master of Commerce (Management) and the Master of Commerce (Marketing) - which are ideally suited to recent business/commerce graduates who wish to undertake advanced level study in management or marketing. The courses provide a pathway to the PhD program and to careers in areas including consulting, strategy and planning and business analysis.

They will provide business/commerce graduates with the opportunity to undertake advanced level study in management or marketing on an internationally recognised pathway. The new Masters degrees are both 2-year full-time programs and are ideal for those without work experience who wish to build on their undergraduate skills and expand their career options.

The courses offer broader, more comprehensive training in a specialised field and the opportunity to gain research experience through a research project. Students must have completed a major in management, marketing or a related discipline in their undergraduate degree. The new Masters' programs will incorporate a minor research component designed to encourage students to read and think critically and creatively and facilitate the application of theories studied.

Professor Bryan Lukas, Head of Department of Management and Marketing, advises that "management and marketing are very different disciplines. Management is about managing organisations. Marketing is about managing markets. So it is important to us that students are offered two separate masters programs, each focussing on a specific discipline and giving them the opportunity to deepen their learning and understanding at the graduate level. At undergraduate level we provide the foundation for the graduate experience."

The Department of Management and Marketing will be introducing six new subjects to enhance the suite of graduate subjects offered by the department. These new subjects can be taken at honours level as well as being available to students of the new Masters degrees. Amongst them is Advanced Marketing Metrics, a unique subject designed to educate professional marketers to a new level of business 'savvy'.

"Marketing Metrics is a unique subject in the new Master of Commerce (Marketing) because it focuses on enabling the professional marketer to speak the language of the boardroom, which is the language of finance. This subject will enable marketing to be accountable for its decisions to executive management. This kind of knowledge allows marketers to move beyond the image of marketing as being in charge of "balloons and t-shirts" and to become responsible for driving firm value," said Professor Lukas.

Three other new marketing subjects being offered in the 2010 Masters of Commerce (Marketing) degree are Advanced Consumer Behaviour; Advanced Marketing Communications; and Advanced Marketing Management. New management subjects will include Advanced International Management, and Advanced Operations Management.

Further information on the new courses can be found at  
[www.managementmarketing.unimelb.edu.au](http://www.managementmarketing.unimelb.edu.au)