

# MANAGEMENT AND MARKETING

## OUR VISION

Victoria University's vision is to prepare highly desirable graduates for careers in management and marketing. We provide excellence in teaching and learning that is supported by research that has real benefits for industry and the community. We are committed to high quality education and research in management and marketing that is socially responsible, culturally sensitive and globally aware.

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**VICTORIA  
UNIVERSITY**

**A NEW  
SCHOOL OF  
THOUGHT®**

# EXPERTISE IN EDUCATION AND RESEARCH

## HISTORY OF MANAGEMENT AND MARKETING

Management and Marketing has a 35 year history of teaching, research and community service in:

- Business Administration
- Business Information Systems
- Entrepreneurship and New Ventures
- Global Business Administration
- Human Resources and Industrial Relations
- International Trade
- Management and Marketing
- Victoria Graduate School

## MANAGEMENT AND MARKETING STRENGTHS

Management and Marketing strengths in education and research include:

- conflict and negotiation (especially in relation to Information Technology)
- corporate governance
- human resource development
- new venture creation
- services research
- small business research
- social and not-for-profit management and marketing
- talent management and human resource high development work systems

## MANAGEMENT AND MARKETING STUDENTS

Management and Marketing students are diverse, studying on campuses in Australia and overseas. Approximately 55% of students are female and 45% are male; 53% of students are from the Western region of Melbourne and 42% of students located offshore. Approximately 31% of students study full time and 41% of local students speak languages other than English.

## MANAGEMENT AND MARKETING COURSES

Management and Marketing offered 76 courses in 2009. Most courses were delivered by three schools:

- School of Hospitality, Tourism and Marketing
- School of Management and Information Systems
- School of Enterprise

Other Management and Marketing courses were delivered by:

- School of Accounting
- School of Economics and Finance
- Faculty of Business and Law
- School of Engineering and Science
- School of Industry Skills Training
- School of Biomedical and Health Sciences
- VU College

## MANAGEMENT AND MARKETING CAREER PATHWAYS

We offer learning pathways to enable students to design their own career. Students can move from secondary school to courses at a Certificate level to PhD, including transition from:

- Certificate III in Business to Certificate IV in Business Administration
- Certificate IV in Business Administration to Diploma of Business Administration
- Certificate IV in Business (Marketing) to the Diploma of Marketing
- Diploma of Business (Human Resources) to the Bachelor of Business (Human Resource Management)
- Advanced Diploma of Business (Marketing) to the Bachelor of Business (Marketing)

There are also close links between our degree courses and postgraduate degrees by coursework and research including, the Master of Business Administration (MBA), Master of Business (Management), and double Masters degree courses.

## MANAGEMENT AND MARKETING RESEARCH

The Small Business Research Unit conducts courses for small business and promotes and supports the contribution small businesses make to the Australian economy. The units bring together a broad range of business expertise, both practical and academic, to conduct industry-focused research and small business development activities. Projects include:

- access to government business assistance services
- access to government procurement contracts in the Asia-Pacific region
- advisory services for small to medium enterprises
- best practice in the tourism sector

The Unit also has an advisory role providing input to government and industry committees.

## MANAGEMENT AND MARKETING INDUSTRY PARTNERS

Strategic partnerships have been developed with a range of industry partners providing opportunities for learning in the workplace and community. Current industry partners include:

- Maribyrnong Council
- Museum Victoria, Jewish Museum
- QSR International
- Roy Morgan Research
- SAP Australia and New Zealand
- Scope Victoria
- Transport Accident Commission
- Variety Club

## MANAGEMENT AND MARKETING INTERNATIONAL LINKAGES

Management and Marketing has student exchange programs with approximately 20 institutes in Austria, Germany, China, France, Malaysia (Sunway) and the USA.

## MANAGEMENT AND MARKETING GROWTH INDUSTRIES

These include the following areas:

- network-based innovation service industries
- service industries (volunteers)
- social network businesses

## MANAGEMENT AND MARKETING FACILITIES

We provide state-of-the-art teaching and learning facilities, including multi-media enhancements and video projection rooms at City Flinders Campus.

## CAMPUSES FOR MANAGEMENT AND MARKETING

Marketing and Management is taught at the following campuses: Footscray Park, Footscray Nicholson and St Albans, and in the Melbourne CBD in King Street (City King), Queen Street (City Queen) and in Flinders Street (City Flinders). Most Postgraduate courses are located at City Flinders.

## CONTACT DETAILS

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