

325-206 Marketing Channels

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week Total Time Commitment: Not available
Prerequisites:	<u>325-211 Principles of Marketing (/view/2008/325-211)</u>
Corequisites:	<u>325-211 Principles of Marketing (/view/2008/325-211)</u>
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	TBA
Subject Overview:	<p>Students of marketing need to understand the challenges facing businesses in deciding where and how to operate online and offline. They need to understand in what ways, and to what degree, the 'rules of the game' have changed. Is the role of marketing different in the New Economy? What are the main opportunities and challenges created by the digital revolution? How can organisations best respond to these opportunities and challenges? This subject tries to answer these questions. The emphasis in the subject is on organising marketing activities in both pure dotcoms and bricks-and-mortar companies. Topics include market opportunity analysis for businesses, developing and implementing an online marketing program, issues affecting the development of customer relationships, crafting and designing innovative customer experiences, and marketing metrics.</p>
Assessment:	A 2-hour examination (60%), and assignment(s) totalling not more than 4000 words (40%).
Prescribed Texts:	None
Recommended Texts:	Information Not Available
Breadth Options:	<p>This subject is a level 2 or level 3 subject and is not available to new generation degree students as a breadth option in 2008.</p> <p>This subject or an equivalent will be available as breadth in the future.</p> <p>Breadth subjects are currently being developed and these existing subject details can be used as guide to the type of options that might be available.</p> <p>2009 subjects to be offered as breadth will be finalised before re-enrolment for 2009 starts in early October.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees

Generic Skills:	<ul style="list-style-type: none"># High level of development: written communication; collaborative learning; problem solving; team work; interpretation and analysis; synthesis of data and other information.# Moderate level of development: oral communication; application of theory to practice; critical thinking; accessing data and other information from a range of sources; receptiveness to alternative ideas.# Some level of development: evaluation of data and other information; use of computer software.
Related Course(s):	Graduate Diploma in Management Studies