

## MKTG40003 Advanced Marketing Communications

<b>Credit Points:</b>	12.50
<b>Level:</b>	4 (Undergraduate)
<b>Dates &amp; Locations:</b>	2011, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: Three hours per week Total Time Commitment: 144 hours per semester, including self directed study/research.
<b>Prerequisites:</b>	Entry into Master of Commerce (Management)/Master of Commerce (Marketing) or entry into Honours
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	Please refer to Prerequisites and Corequisites.
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Coordinator:</b>	Dr Robin Canniford
<b>Contact:</b>	<a href="mailto:rcan@unimelb.edu.au">rcan@unimelb.edu.au</a> ( <a href="mailto:rcan@unimelb.edu.au">mailto:rcan@unimelb.edu.au</a> )
<b>Subject Overview:</b>	This subject expands students' knowledge of major theories and recent ideas in managing the marketing communications function. It covers advanced topics in advertising and communication including: advertising, personal selling, public relations, and sales promotions. The emphases will be on understanding the theoretical foundation underlying persuasive communications, promotional strategy selection, integration of communications with other marketing activities, strategy implementation, and measurement of effectiveness.
<b>Objectives:</b>	On successful completion of this subject a student should be able to: <ul style="list-style-type: none"> <li>• Explain the main theories that help businesses understand how persuasive communications are crafted.</li> <li>• Describe the conceptual frameworks and analytical tools available to marketing managers and how they can be applied most effectively</li> <li>• Critically evaluate advertising campaigns and assess their likely effectiveness in the market</li> </ul>
<b>Assessment:</b>	A 3-hour end-of-semester examination (60%), a 1500 word assignment due in Week 6 (15%) and a 2500 word assignment due in Week 12 (25%)
<b>Prescribed Texts:</b>	You will be advised of prescribed texts by your lecturer.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	On successful completion of this subject, students should have improved the following generic skills: <ul style="list-style-type: none"> <li>• Interpretation and analytical skills, through the application of the conceptual and theoretical frameworks presented in the seminars to the class discussion questions and assignment questions.</li> <li>• The ability to critically evaluate an argument and present a point of view.</li> <li>• Team work skills, through the group work conducted in the class presentation.</li> </ul>

	<ul style="list-style-type: none"><li>• Oral and communication skills, through seminar discussions and presentations.</li><li>• Written skills, developed through the assignments.</li></ul>
<b>Related Course(s):</b>	Master of Commerce (Management) Master of Commerce (Marketing)