

# MKTG90029 Marketing & Media in a Global Context

MKTG90027 Marketing & Media in a Global Context

| Credit Points:                                     | 12.5   |                |                            |                |   |            |       |                                |                                     |       |  |            |    |
|--|--|----------------|----------------------------|----------------|---|------------|-------|--------------------------------|-------------------------------------|-------|--|------------|----|
| Level:   | 9 (Graduate/Postgraduate)  |                |                            |                |   |            |       |                                |                                     |       |  |            |    |
| Dates & Locations:                                 | 2015, Parkville<br>This subject commences in the following study period/s:<br>Semester 1, Parkville - Taught on campus.  |                |                            |                |   |            |       |                                |                                     |       |  |            |    |
| Time Commitment:                                   | Contact Hours: 1 hour lecture per week + 1 hour seminar per week, total 24 Total Time Commitment: Total 140 Hours  |                |                            |                |   |            |       |                                |                                     |       |  |            |    |
| Prerequisites:                                     | Admission to the Master of Marketing Communications program – 200 points<br>Students must have completed MKTG90027 Foundations of Marketing and Communications and MKTG90004 Marketing Management and MECM40006 Public Relations and Communications prior to taking this subject. <table><tr><th>Subject</th><th>Study Period Commencement:</th><th>Credit Points:</th></tr><tr><td>MECM40006 Public Relations and Communications</td><td>Semester 1</td><td>12.50</td></tr><tr><td>MKTG90004 Marketing Management</td><td>Summer Term, Semester 1, Semester 2</td><td>12.50</td></tr><tr><td>MKTG90027 Foundations of Marketing &amp; Communication</td><td>Semester 1</td><td>25</td></tr></table>   | Subject        | Study Period Commencement: | Credit Points: | MECM40006 Public Relations and Communications | Semester 1 | 12.50 | MKTG90004 Marketing Management | Summer Term, Semester 1, Semester 2 | 12.50 | MKTG90027 Foundations of Marketing & Communication | Semester 1 | 25 |
| Subject  | Study Period Commencement:   | Credit Points: |                            |                |   |            |       |                                |                                     |       |  |            |    |
| MECM40006 Public Relations and Communications      | Semester 1   | 12.50          |                            |                |   |            |       |                                |                                     |       |  |            |    |
| MKTG90004 Marketing Management                     | Summer Term, Semester 1, Semester 2  | 12.50          |                            |                |   |            |       |                                |                                     |       |  |            |    |
| MKTG90027 Foundations of Marketing & Communication | Semester 1   | 25             |                            |                |   |            |       |                                |                                     |       |  |            |    |
| Corequisites:                                      | None   |                |                            |                |   |            |       |                                |                                     |       |  |            |    |
| Recommended Background Knowledge:                  | Previous study in Marketing, Communications, Media and Communications, Public Relations, Advertising, or other similar cognate area.   |                |                            |                |   |            |       |                                |                                     |       |  |            |    |
| Non Allowed Subjects:                              | None   |                |                            |                |   |            |       |                                |                                     |       |  |            |    |
| Core Participation Requirements:                   | <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: <a href="http://services.unimelb.edu.au/disability">http://services.unimelb.edu.au/disability</a></p> |                |                            |                |   |            |       |                                |                                     |       |  |            |    |
| Coordinator:                                       | Dr Jennifer Beckett  |                |                            |                |   |            |       |                                |                                     |       |  |            |    |
| Contact:   | Dr Jennifer Beckett, <a href="mailto:jennifer.beckett@unimelb.edu.au">jennifer.beckett@unimelb.edu.au</a> (mailto:jennifer.beckett@unimelb.edu.au)   |                |                            |                |   |            |       |                                |                                     |       |  |            |    |
| Subject Overview:                                  | This subject provides an advanced understanding of the contemporary global marketing environment. It traces the emergence of the new generation of global media platforms since the 1980s, including satellite and online, and examines the growing structural integration of advertising, marketing and public relations firms over this period. Through case studies of global marketing campaigns and global brands, it demonstrates the extent to which global marketers must continue to negotiate different cultural and regulatory settings, underlining the continuing importance of national and regional contexts in a global environment.   |                |                            |                |   |            |       |                                |                                     |       |  |            |    |
| Learning Outcomes:                                 | On successful completion of this subject, students should be able to: <ul style="list-style-type: none"><li>• Understand the technological and institutional settings that shape global marketing</li></ul>  |                |                            |                |   |            |       |                                |                                     |       |  |            |    |

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|   | <ul style="list-style-type: none"> <li>• Appreciate the new opportunities and challenges that global networks and firms bring to marketing communications practices</li> <li>• Identify and analyse the range of forces and pressures that affect the success of global marketing campaigns</li> </ul>  |
| <b>Assessment:</b>                            | Assessment task 1: Group project — class presentation, equivalent to 1,000 words – 10 minutes duration, (20%), Due early in semester (approximately weeks 4-6) Assessment task 2: Case study essay, 1,500 words, (30%), Due approximately in week 8 Assessment task 3: Research essay, 2,500 words, (50%), Due at the end of semester.  |
| <b>Prescribed Texts:</b>                      | A subject reader will be provided.  |
| <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>                        | <p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> <li># Demonstrate competence in advanced library searches and information retrieval;</li> <li># Demonstrate proficiency in the application of selected methods of analysis;</li> <li># Demonstrate conformity to academic protocols of presentation and research procedures.</li> </ul> |
| <b>Links to further information:</b>          | <a href="http://culture-communication.unimelb.edu.au/">http://culture-communication.unimelb.edu.au/</a>   |
| <b>Related Majors/Minors/Specialisations:</b> | <p>150 point Master of Marketing Communications</p> <p>200 point Master of Marketing Communications</p>   |