

## 316-328 Marketing Economics

<b>Credit Points:</b>	12.500
<b>Level:</b>	Undergraduate
<b>Dates &amp; Locations:</b>	This subject is not offered in 2008.
<b>Time Commitment:</b>	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week (Not offered 2008) Total Time Commitment: Not available
<b>Prerequisites:</b>	316-202 Intermediate Microeconomics.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;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.&lt;/p&gt; <p>&lt;p&gt;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: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p> </p>
<b>Coordinator:</b>	Professor J Freebairn
<b>Subject Overview:</b>	Techniques of microeconomic theory are reviewed and then applied to evaluate business choice options and government policy options affecting marketing activities in such areas as setting prices, market segmentation, advertising, product mix, forms of contracts and consumer protection legislation. Topics covered will include marketing as an economic activity; explanations of and forecasting market outcomes, setting prices in different market structure situations; joint product pricing; storage, transport, processing and distribution choices; buyer-seller contracting under different information situations; promotion and advertising; government policy, including provision of information, consumer protection; and transaction costs and marketing efficiency.
<b>Assessment:</b>	A 2-hour end-of-semester examination (70%) in-course assessment totalling not more than 3000 words (30%).
<b>Prescribed Texts:</b>	None
<b>Recommended Texts:</b>	Information Not Available
<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>	<ul style="list-style-type: none"> <li># High level of development: oral communication; written communication; problem solving; statistical reasoning; application of theory to practice; critical thinking; evaluation of data and other information.</li> <li># Moderate level of development: collaborative learning; team work; synthesis of data and other information; receptiveness to alternative ideas.</li> <li># Some level of development: interpretation and analysis; use of computer software; accessing data and other information from a range of sources.</li> </ul>

<b>Related Course(s):</b>	Bachelor of Arts
---------------------------	------------------