

325-211 Principles of Marketing

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Summer Term, - Taught on campus. Semester 1, - Taught on campus. Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: Semester 1 and 2: Two 1-hour lectures and a 1-hour tutorial per week; Summer Semester: Two 2-hour lectures/workshops and one 2-hour tutorial per week for six weeks Total Time Commitment: Not available
Prerequisites:	Students must have completed at least 75 points of level-1 (commerce or non-commerce) subjects.
Corequisites:	None
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:	A Paladino (S, S1) P Harris (S2)
Subject Overview:	The basic theoretical framework of marketing, including segmentation, buyer behaviour, product management, market communications, channel management and pricing decisions are introduced in this subject. Students are also introduced to basic concepts in market research and management of marketing programs.
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:	# High level of development: written communication; collaborative learning; problem solving; team work; application of theory to practice; interpretation and analysis; critical thinking;

	<p>synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources.</p> <p># Moderate level of development: oral communication; receptiveness to alternative ideas.</p> <p># Some level of development: use of computer software.</p>
Notes:	Students may not gain credit for both 325-211 Principles of Marketing and 327-301 Marketing 1.
Related Course(s):	Bachelor of Engineering (Mechanical and Manufacturing Engineering) Bachelor of Engineering (Mechatronics) and Bachelor of Computer Science Bachelor of Food Science Graduate Diploma in Management Studies