

## 325-213 Advertising and Promotions

<b>Credit Points:</b>	12.500
<b>Level:</b>	Undergraduate
<b>Dates &amp; Locations:</b>	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week Total Time Commitment: Not available
<b>Prerequisites:</b>	<b><u>325-211 Principles of Marketing (/view/2008/325-211)</u></b>
<b>Corequisites:</b>	<b><u>325-211 Principles of Marketing (/view/2008/325-211)</u></b>
<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>	Dr D Chmielewski
<b>Subject Overview:</b>	This subject focuses on the development, management and control of the organisation's marketing communications. Topics include advertising, sales promotion, public relations and other elements of the communications mix; the importance of integrating promotional efforts with other marketing mix decisions; the marketing manager's role in planning, implementing and evaluating marketing communications; operational and creative elements involved in developing promotional efforts; the strategies used to communicate with customers and their underlying principles; understanding alternative persuasion techniques and potential problems with their adoption; and the proper selection, interpretation and use of alternative measures of promotional effectiveness.
<b>Assessment:</b>	A 2-hour examination (50%), group and individual assignment(s) totalling not more than 4000 words (40%) and tutorial tasks (10%).
<b>Prescribed Texts:</b>	None
<b>Recommended Texts:</b>	Information Not Available
<b>Breadth Options:</b>	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. This subject or an equivalent will be available as breadth in the future. 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. 2009 subjects to be offered as breadth will be finalised before re-enrolment for 2009 starts in early October.
<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>	# High level of development: oral communication; written communication; team work; application of theory to practice; interpretation and analysis.

	<ul style="list-style-type: none"><li># Moderate level of development: collaborative learning; critical thinking; receptiveness to alternative ideas.</li><li># Some level of development: problem solving; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources.</li></ul>
<b>Related Course(s):</b>	Graduate Diploma in Management Studies