

670-305 Marketing Communications

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week Total Time Commitment: Not available
Prerequisites:	Completion of 25 points of core Media and Communications subjects and 25 points of optional Media and Communications subject at first year level.
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><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> </p>
Coordinator:	Dr Danielle Chmielewski
Subject Overview:	This subject focuses on the development, management and control of Media and Communications marketing both locally and internationally. Topics will include advertising, sales promotion, public relations, and other elements of the communications mix. Particular emphasis will be placed on the importance of integrating promotional efforts, and on the marketing manager's role in planning, implementing and evaluating marketing communications. Students will develop an understanding of the operational and creative elements involved in developing promotional campaigns and the strategies used to communicate with customers and their underlying principles. They will engage with alternative persuasion techniques and potential problems with their adoption, and the proper selection, interpretation, and use of alternative measures of promotional effectiveness. On completion of the subject, students should have developed a strong practical and critical grasp of the different forms and strategies employed in the marketing of communications.
Assessment:	A written ad analysis of 1500 words 30% (due mid-semester); a written advertising plan of 2500 words worth 60% (due at the end of semester) and tutorial work 10%. Students must attend at least 80% of classes to be eligible for assessment.
Prescribed Texts:	Prescribed Texts:Advertising and Promotion: An Integrated Marketing Communications Perspective (G and M Belch), (7th ed) Irwin/McGraw-Hill
Breadth Options:	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.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees

Generic Skills:	<ul style="list-style-type: none"># be able to develop their problem solving and critical thinking skills via the tutorial program;# be able to enhance oral and written communications skills via class participation and discussion;# be able to develop their research skills through the sourcing of research material to supports arguments in their written assignments.
Notes:	<p>This subject is only available to students enrolled in the BA (Media and Communications) and the BA (Media and Communications)/Bachelor of Laws. Students who have completed 325-213 are not eligible to enrol in this subject. This subject is not available to students enrolled in the BA (Media and Communications)/Bachelor of Commerce combined degree.</p>