

325-104 Principles of Marketing

Credit Points:	12.50
Level:	1 (Undergraduate)
Dates & Locations:	2009, 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: One 2-hour lecture and one 1-hour tutorial per week; Summer Semester: Two 2-hour lecture and one 2-hour tutorial per week for six weeks Total Time Commitment: Not available
Prerequisites:	-
Corequisites:	-
Recommended Background Knowledge:	-
Non Allowed Subjects:	-
Core Participation Requirements:	-
Coordinator:	Dr Angela Paladino
Contact:	-
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.
Objectives:	On completion of this subject, students should: 1) Have knowledge and comprehension of basic theories and models within marketing 2) Be able to analyse and critically evaluate marketing practice and explain why some marketing activities are more successful than others 3) Be capable of applying major theories and models to marketing problems presented in case studies and assignments.
Assessment:	A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).
Prescribed Texts:	-
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses: # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2009/D09) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2009/J07) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2009/A04) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2009/M05) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2009/R01) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2009/355-AA) You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees

Generic Skills:	<ul style="list-style-type: none"># High level of development: written communication; collaborative learning; problem solving; team work; application of theory to practice; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources.# Moderate level of development: oral communication; receptiveness to alternative ideas.# Some level of development: use of computer software
Notes:	Students may not gain credit for both 325-211 Principles of Marketing and 325-104 Principles of Marketing.
Related Course(s):	Graduate Diploma in Management Studies