

## 325-667 Advertising

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: One 3-hour seminar per week Total Time Commitment: Not available
<b>Prerequisites:</b>	None
<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;         &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>
<b>Coordinator:</b>	Dr Danielle Chmielewski-Raimondo
<b>Subject Overview:</b>	This subject concentrates heavily on advertising, but also addresses the issues of personal selling, public relations, and sales promotions. The emphases will be on understanding the theoretical foundation underlying persuasive communications, promotional strategy selection, integration of communications with other marketing activities, strategy implementation, and measurement of effectiveness. The subject incorporates both lecture and cases as instructional vehicles.
<b>Objectives:</b>	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> <li># Describe and analyse the basic theories and models within integrated marketing communications, especially advertising</li> <li># Analyse and critically evaluate advertising communications campaigns and explain why some campaigns are more effective than others</li> <li># Apply major theories and models to advertising problems discussed in the seminars and within students assignments</li> <li># Identify and learn the techniques used by successful managers of advertising campaigns</li> <li># Integrate conceptual frameworks with selected management practices.</li> </ul>
<b>Assessment:</b>	A 2-hour examination (50%), assignment(s) not exceeding 4000 words (40%) and class participation (10%).
<b>Prescribed Texts:</b>	None
<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>	On successful completion of this subject, students should have improved the following generic skills:

	<ul style="list-style-type: none"><li># Interpretative and analytical skills, through the application of the conceptual and theoretical frameworks presented in the seminars to the class discussion questions and assignment questions.</li><li># The ability to critically evaluate an argument and present a point of view.</li><li># Team work skills, through the group work conducted in the class presentation.</li><li># Oral and communication skills, through seminar discussions and presentations.</li><li># Written skills, developed through the assignments.</li></ul>
<b>Related Course(s):</b>	Master of Applied Commerce (Marketing) Master of Applied Commerce (Marketing) Master of Management (Marketing)