

## 483-748 Language and International Marketing

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| <b>Credit Points:</b>                    | 12.50   |
| <b>Level:</b>                            | 9 (Graduate/Postgraduate)   |
| <b>Dates &amp; Locations:</b>            | 2009,<br>This subject commences in the following study period/s:<br>Semester 1, - Taught on campus.   |
| <b>Time Commitment:</b>                  | Contact Hours: 24 hours of lectures/seminars/workshops 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>                      | Ms Jennifer Lowe  |
| <b>Subject Overview:</b>                 | This subject examines the ways in which language is used to achieve particular marketing ends. Topics include international markets, international branding, channels of international marketing, e-marketing, policy environment for international marketing, the cultural semiotics of language choice, and the relationship between text and visual language.  |
| <b>Objectives:</b>                       | <p>On completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> <li># understand some of the factors influencing international marketing;</li> <li># recognise the features of different kinds of international marketing;</li> <li># be able to analyse the linguistic strategies in chosen international marketing campaigns; and</li> <li># be able to monitor and/or design international marketing campaigns with a cultural awareness of their likely impact.</li> </ul>   |
| <b>Assessment:</b>                       | Assignments totalling 5,000 words (100 per cent).   |
| <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>Related Course(s):</b>                | Master of English as an International Language  |