

## EDUC90141 Marketing in Education

<b>Credit Points:</b>	25
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2010, Parkville This subject commences in the following study period/s: March, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: 36 hours 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>	Attendance at all classes (tutorial/seminars/practical classes/lectures/labs) is obligatory. Failure to attend 80% of classes will normally result in failure in the subject.
<b>Coordinator:</b>	Dr Lawrie Drysdale
<b>Contact:</b>	Education Student Centre
<b>Subject Overview:</b>	This subject explores the evolution and application of modern marketing as it applies to educational settings. Aspects such as the marketing concept, market orientation, marketing management, relationships marketing, services marketing, and marketing strategy are explored in educational organisations. The subject also examines the strategic market planning process in education and developing and applying marketing information systems in educational organisations.
<b>Objectives:</b>	Not available
<b>Assessment:</b>	Two papers of 4,000 words (50 per cent), or one paper of 8,000 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>Generic Skills:</b>	<p>On the completion of this subject students should be able to:</p> <ul style="list-style-type: none"> <li># understand the importance, evolution and application of marketing management as an integrated function within the changing educational environment;</li> <li># apply the features of marketing as a multi dimensional concept to own organisational settings;</li> <li># develop and prepare a marketing plan; and</li> <li># apply the key concepts of marketing including the marketing concept, market orientation, marketing information systems, market strategy, and relationship marketing as applied to educational settings.</li> </ul> <p>Generic Skills:</p> <p>On the completion of this subject students should be able to:</p> <ul style="list-style-type: none"> <li># demonstrate understanding of conceptual models ;</li> <li># understand and use a range of research skills;</li> <li># analyze and interpret and present research findings;</li> <li># plan and develop research project;</li> <li># plan strategically.</li> </ul>

<b>Links to further information:</b>	<a href="http://www.education.unimelb.edu.au">www.education.unimelb.edu.au</a>
<b>Related Course(s):</b>	Master of Education (Educational Management) Master of Education (Educational Management) Master of Education (Educational Management) Master of School Leadership