

## MECM30013 Marketing Communications

<b>Credit Points:</b>	12.50
<b>Level:</b>	3 (Undergraduate)
<b>Dates &amp; Locations:</b>	2010, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. On Campus
<b>Time Commitment:</b>	Contact Hours: 3 One 2-hour lecture and a 1-hur tutorial per week. Total Time Commitment: 102
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	100-220 Marketing Communications; 325-213 Advertising and Promotions
<b>Core Participation Requirements:</b>	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the 3Disability Liaison Unit website: 4http://www.services.unimelb.edu.au/disability/
<b>Coordinator:</b>	Dr Umi Manickam Khattab, Prof Sean Cubitt
<b>Contact:</b>	Sean Cubitt sean.cubitt@unimelb.edu.au
<b>Subject Overview:</b>	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.
<b>Objectives:</b>	Students who complete this subject will: <ul style="list-style-type: none"> <li># be able to analyse and critically evaluate integrated marketing communications campaigns and explain why some campaigns are more effective than others;</li> <li># be able to describe and analyse the basic theories and models within integrated marketing communications;</li> <li># be able to apply major theories and models to marketing communications problems discussed in tutorials and within students" assignments.</li> </ul>
<b>Assessment:</b>	A written ad analysis of 1500 words 30% (due mid-semester), a written advertising plan of 2200 words worth 60% (due in the examination period) and tutorial work of 300 words worth 10%. Students must attend at least 80% of classes to be eligible for assessment. Note: Assessment submitted late without an approved formal extension will be penalised at 2% per day. Students who fail to submit up to 2-weeks after the final due date without a formal extension and special consideration will receive a fail grade for the piece of assessment.

<b>Prescribed Texts:</b>	Advertising and Promotion: An Integrated Marketing Communications Perspective (G and M Belch) (7th ed) Irwin/McGraw-Hill A subject reader will be available
<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>	Students who successfully complete this subject will: <ul style="list-style-type: none"> <li># be able to enhance oral and written communications skills via class participation and discussion;</li> <li># be able to develop their problem solving and critical thinking skills via the tutorial program;</li> <li># be able to develop their research skills through the sourcing of research material to supports arguments in their written assignments.</li> </ul>
<b>Notes:</b>	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 or 100-220 Marketing Communications 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.
<b>Related Course(s):</b>	Bachelor of Arts(Media and Communications)
<b>Related Majors/Minors/Specialisations:</b>	Media and Communications Media and Communications