

PUBL90019 Print Markets: Structures and Strategies

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. On campus
Time Commitment:	Contact Hours: 2 Total Time Commitment: 120
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	None
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Subject Overview:	This subject focuses on the changing structure of markets for print publications, the impact of digital technologies on the publishing supply chain and the strategic contribution of marketing to the publishing process. Students will examine the changing structure of the market for print publications. This includes analysing the changing roles of wholesalers, bricks and mortar retailers (both specialist and non-specialist) and on-line providers on the supply side, and examining demographic, cultural and social factors influencing the structure of demand. The subject will explore factors affecting the competitive environment, including the impact of digital technologies on the print supply chain and the interactions between old and new media. Case studies will be used to highlight the issues of market segmentation, branding and product placement. The assessment tasks will focus on researching specific market segments and developing practical marketing strategies. On successfully completing this subject, students will have gained a detailed knowledge of the changing structure of the markets for print publications and a strategic understanding of the processes involved in bringing print publications to market in a global environment.
Objectives:	<ul style="list-style-type: none"> # develop a strong understanding of the changing structure of publications markets, including the effects of global information flows; # extend their knowledge of the impact of digital technologies on the publishing supply chain; # acquire a detailed knowledge of major methods of audience and demographic research as they apply to publication markets; # become familiar with the structure of media markets and the impact of ongoing technological, organisational and cultural change; # gain an understanding of marketing and promotions practices as they pertain to print and digital publishing; and # demonstrate an ability to apply such knowledge to their own publishing practice.
Assessment:	A 1500 word report based on market research 30% (due mid- semester), a 3500 word complete marketing plan for a publication or list from a selected market segment, including strategic plan and promotional items 70% (due at the end of semester).
Prescribed Texts:	A Subject Reader will be available.

Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # acquire high-level written and oral communication skills through contribution to class discussions and the completion of assignments; # acquire a capacity for effective teamwork through group discussions; # acquire skills in cultural understanding through reflection and reading on the relationship between ethics and cultural difference; # acquire skills in research through the preparation of class papers and assignments, including the use of online as well as print-based materials; # acquire skills in time management and planning through managing workloads for recommended reading, tutorial presentations and assessment requirements; # acquire a capacity for critical thinking through the use of readings and discussion to develop an understanding of the considerations that underpin law and ethics; and # acquire a capacity for theoretical analysis through engagement with a range of texts that offer different perspectives on publishing as a component of the wider field of cultural practices.
Related Course(s):	Master of Publishing and Communications Postgraduate Diploma in Arts (Editing and Communications)