

PUBL90019 Print Markets: Structures and Strategies

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2011, 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:	Admission to the postgraduate diploma in Publishing and Communications, Master of Publishing and Communications
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	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 Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Ms Bryony Cosgrove
Contact:	Bryony Cosgrove bryonyc@unimelb.edu.au (mailto:bryonyc@unimelb.edu.au)
Subject Overview:	As the print publishing market in all its forms struggles to come to grips with the impact of new technologies, this subject examines the resulting seismic changes, the impact of digital technologies on the publishing supply chain and the shifting strategic contribution of marketing to the publishing process. We study the changing structure of the market, including analysis of the changing role of wholesales, bricks and mortar retailers (both specialist and non-specialist) and online providers on the supply side, and examine demographic, cultural and social factors influencing the structure of demand. We explore factors affecting the competitive environment, including the impact of digital technologies on the print supply chain and the interaction between old and new media. We use case studies to highlight the issues of market segmentation, branding and product placement. Assessment tasks focus on researching specific market segments and developing practical, costed, commercially-astute marketing strategies.
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, including strategic plan and promotional items 70% (due at the end of semester). Students must attend at least 80% of classes to be eligible for assessment. Essays submitted after the due date without an extension will be penalised 2% per

	day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.
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)