

EDUC90056 Language and International Marketing

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: March, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 24 hours of lectures/seminars/workshops Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	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.
Coordinator:	Ms Kerry Ellerington
Contact:	Education Student Centre
Subject Overview:	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.
Objectives:	On completion of this subject, students should be able to: <ul style="list-style-type: none"> # understand some of the factors influencing international marketing; # recognise the features of different kinds of international marketing; # be able to analyse the linguistic strategies in chosen international marketing campaigns; and # be able to monitor and/or design international marketing campaigns with a cultural awareness of their likely impact.
Assessment:	Essay: 1500 words (40 per cent), due week 7 Essay/Report: 2500 words (60 per cent), due week 14
Prescribed Texts:	None
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
Related Course(s):	Master of English as an International Language