

MECM30013 Marketing Communications

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2013, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. On Campus
Time Commitment:	Contact Hours: A 1.5-hour lecture and a 1-hour tutorial per week. Total Time Commitment: Total expected time commitment is 102-hours across the semester, including class time.
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	670-305 Marketing Communications; 325-213 or 100-220 Marketing Communications
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:	Assoc Prof Ingrid Volkmer
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Subject Overview:	This subject focuses on the development, management and control of marketing communications, 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 target audiences as well as the underlying principles behind these approaches. 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 marketing communications.
Objectives:	On completion of the subject students should have: <ul style="list-style-type: none"> # the ability to analyse and critically evaluate integrated marketing communications campaigns and explain why some campaigns are more effective than others; # the ability to describe and analyse the basic theories and models within integrated marketing communications; # the ability to apply major theories and models to marketing communications problems discussed in tutorials and within students' assignments.
Assessment:	A written ad analysis of 1500 words 30% (due mid-semester), a written advertising plan or communications strategy of 2200 words worth 60% (due in the examination period) and tutorial presentation of 300 words 10% (done through the semester). This subject has a minimum

	hurdle requirement of 75% attendance and regular participation in tutorials. Assessment submitted late without an approved extension will be penalised at 10% per day. In-class tasks missed without approval will not be marked. All pieces of written work must be submitted to pass this subject.
Prescribed Texts:	A subject reader will be available. Marketing communications, interactivity, communities and content 5th ed. C Fill (2010) Harlow:Prentice Hall
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2013/B-BMED) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2013/B-ENVS) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2013/B-MUS) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2013/B-SCI) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2013/B-ENG) <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>Students who successfully complete this subject will:</p> <ul style="list-style-type: none"> # be able to enhance oral and written communications skills via class participation and discussion; # be able to develop their problem solving and critical thinking skills via the tutorial program; # be able to develop their research skills through the sourcing of research material to supports arguments in their written assignments.
Notes:	This subject is available to students enrolled in the BA (Media and Communications) and the BA (Media and Communications)/Bachelor of Laws and the Bachelor of Arts degree and can be credited to a major or minor in that degree. 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.
Related Course(s):	Bachelor of Arts(Media and Communications)
Related Majors/Minors/Specialisations:	Media and Communications Media and Communications Media and Communications
Related Breadth Track(s):	Media & amp; Communication