

MKTG90009 Advertising

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| Credit Points: | 12.50 |
| Level: | 9 (Graduate/Postgraduate) |
| Dates & Locations: | This subject is not offered in 2013. |
| Time Commitment: | Contact Hours: One 3-hour seminar per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance |
| Prerequisites: | None |
| Corequisites: | None |
| Recommended Background Knowledge: | None |
| Non Allowed Subjects: | None |
| Core Participation Requirements: | For the purposes of considering requests 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 for 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/ |
| Contact: | Graduate School of Business and Economics Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 Online Enquiries (https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01311-VZ8293&cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gsbe.html) Web: www.gsbe.unimelb.edu.au (http://www.gsbe.unimelb.edu.au) |
| Subject Overview: | This subject concentrates heavily on advertising, but also addresses the issues of internet advertising, public relations, and sales promotions. The emphases will be on understanding the theoretical foundation underlying persuasive communications, promotional strategy selection, integration of communications with other marketing activities, strategy implementation, and budgeting. The subject incorporates both lecture and cases as instructional vehicles. |
| Objectives: | On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Describe and analyse the basic theories and models within integrated marketing communications, especially advertising, internet advertising, PR and sales promotions # Analyse and critically evaluate advertising communications campaigns and explain why some campaigns are more effective than others # Apply major theories and models to advertising problems discussed in the seminars and within students assignments # Identify and learn the techniques used by successful managers of advertising campaigns # Integrate conceptual frameworks with selected management practices. |
| Assessment: | 2-hour examination (50%) Assignment(s) not exceeding 4000 words (40%) Class participation (10%) |
| 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 |

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| Generic Skills: | <p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Interpretative and analytical skills, through the application of the conceptual and theoretical frameworks presented in the seminars to the class discussion questions and assignment questions; # The ability to critically evaluate an argument and present a point of view based on the lecture material; # Team work skills, through the group work conducted in the class presentation; # Oral and communication skills, through seminar discussions and presentations; # Written skills, developed through the assignments. |
| Related Course(s): | <p>Graduate Certificate in Communication and Customer Strategy Master of Commerce (Management) Master of Commerce (Marketing) Master of Management (Marketing) Master of Management (Marketing)</p> |
| Related Majors/Minors/ Specialisations: | <p>Education Governance, Policy and Communication</p> |