

ECON30015 Marketing Economics

Credit Points:	12.50								
Level:	3 (Undergraduate)								
Dates & Locations:	This subject is not offered in 2014.								
Time Commitment:	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week (Not offered 2008) Total Time Commitment: Not available								
Prerequisites:	The following: <table><tr><td>Subject</td><td>Study Period Commencement:</td><td>Credit Points:</td></tr><tr><td>ECON20002 Intermediate Microeconomics</td><td>Summer Term, Semester 1</td><td>12.50</td></tr></table>			Subject	Study Period Commencement:	Credit Points:	ECON20002 Intermediate Microeconomics	Summer Term, Semester 1	12.50
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ECON20002 Intermediate Microeconomics	Summer Term, Semester 1	12.50							
Corequisites:	None								
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.								
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:	To be advised								
Subject Overview:	Techniques of microeconomic theory are reviewed and then applied to evaluate business choice options and government policy options affecting marketing activities in such areas as setting prices, market segmentation, advertising, product mix, forms of contracts and consumer protection legislation. Topics covered will include marketing as an economic activity; explanations of and forecasting market outcomes, setting prices in different market structure situations; joint product pricing; storage, transport, processing and distribution choices; buyer-seller contracting under different information situations; promotion and advertising; government policy, including provision of information, consumer protection; and transaction costs and marketing efficiency.								
Learning Outcomes:	Information not available.								
Assessment:	A 2-hour end-of-semester examination (70%) in-course assessment totalling not more than 3000 words (30%).								
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.								
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses: <ul style="list-style-type: none"># Bachelor of Arts (https://handbook.unimelb.edu.au/view/2014/B-ARTS)# Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2014/B-BMED)# Bachelor of Environments (https://handbook.unimelb.edu.au/view/2014/B-ENVS)# Bachelor of Music (https://handbook.unimelb.edu.au/view/2014/B-MUS)# Bachelor of Science (https://handbook.unimelb.edu.au/view/2014/B-SCI)# Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2014/B-ENG)								

	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.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"># High level of development: oral communication; written communication; problem solving; statistical reasoning; application of theory to practice; critical thinking; evaluation of data and other information.# Moderate level of development: collaborative learning; team work; synthesis of data and other information; receptiveness to alternative ideas.# Some level of development: interpretation and analysis; use of computer software; accessing data and other information from a range of sources.