

EDUC90141 Marketing in Education

Credit Points:	25
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	This subject is not offered in 2014.
Time Commitment:	Contact Hours: 36 hours. Total Time Commitment: 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.
Prerequisites:	None
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 Overview, Objectives, Assessment and Generic Skills sections of this entry. It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and the Disability Liaison Unit: http://www.services.unimelb.edu.au/disability/
Contact:	Education Student Centre 234 Queensberry Street Call: 13 MELB (13 6352)
Subject Overview:	This subject explores the evolution and application of modern marketing as it applies to educational settings. Aspects such as the marketing concept, market orientation, marketing management, relationships marketing, services marketing, and marketing strategy are explored in educational organisations. The subject also examines the strategic market planning process in education and developing and applying marketing information systems in educational organisations.
Learning Outcomes:	Not available
Assessment:	Two papers of 5,000 words (50 per cent), or one paper of 10,000 words (100 per cent).
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
Generic Skills:	On the completion of this subject students should be able to: <ul style="list-style-type: none"> # understand the importance, evolution and application of marketing management as an integrated function within the changing educational environment; # apply the features of marketing as a multi dimensional concept to own organisational settings; # develop and prepare a marketing plan; and # apply the key concepts of marketing including the marketing concept, market orientation, marketing information systems, market strategy, and relationship marketing as applied to educational settings.

	<p>Generic Skills:</p> <p>On the completion of this subject students should be able to:</p> <ul style="list-style-type: none"># demonstrate understanding of conceptual models ;# understand and use a range of research skills;# analyze and interpret and present research findings;# plan and develop research project;# plan strategically.
Links to further information:	www.education.unimelb.edu.au
Related Course(s):	Master of Education (Educational Management) Master of Education (Educational Management) Master of Education (Educational Management) Master of Education (Stream 100B)Coursework Master of Education (Stream 150)