

150 point Master of Marketing Communications

Year and Campus:	2015
Coordinator:	Jennifer Beckett Email: jennifer.beckett@unimelb.edu.au
Contact:	Enquiries Phone: 13 MELB (13 6352) Email: 13MELB@unimelb.edu.au (mailto:13MELB@unimelb.edu.au)
Overview:	<p>The Master of Marketing Communications is designed allow students to understand and penetrate a rapidly changing environment where marketing and communications functions are increasingly integrated and merged. A major focus of the degree, and point of difference from competing degrees taught at other institutions, is its rigorous academic engagement with the question of how marketing and communications professions are being transformed by the emergence of a 'post-convergence' media and communications environment, as evidenced by:</p> <ul style="list-style-type: none"> • the transition away from a mass-media-based society to a networked society; • the emergence of digital media and its impact on the marketing and communications fields such that their formerly sequential relationship has become more symbiotic • the impact of media convergence on these fields and the emergence of a complex multi-channel environment where given media properties operate seamlessly across platforms; • the emergence of digital media as an important source of marketing data. <p>At the same time the degree is significantly vocational and aimed at genuine industry training needs. The MMC will train students in a range of skills for employment in professions involving persuasive public communications, such as advertising, public relations, and strategic political communications. The MMC will to equip students with skills essential to a new and evolving professional environment and ground their learning in an appropriate academic discourse.</p> <p>The Master of Marketing Communications draws on the expertise across the University of Melbourne to develop the skills and competencies of professionals who operate in increasingly complex marketing and communications environments. The MMC focuses on the role of professionals working across the increasingly overlapping fields of marketing and communications. Participants will mix theory and practice to address the complex challenges of marketing and communications through an interactive learning experience, combining individual and team-based learning opportunities that allow them to explore a range of contemporary issues. All participants undertake an internship or research project as part of the MMC to apply their learning in an individual or team-based experience.</p>
Learning Outcomes:	<p>Students who complete the Master of Marketing Communications should have:</p> <ul style="list-style-type: none"> # a critical understanding of the marketing and communications space in Australia, the Asia-Pacific region and across the world # a comprehensive understanding and appreciation of the interconnectedness and complexity of the fields of marketing and communications # a sound understanding of the theory and practice of marketing and communications, within businesses, not-for-profits, the media # a high-level ability to combine theory and practice in a meaningful way in order to address market opportunities, analyse emerging communication technologies and their impact, and reflect critically on one's own professional and research development
Structure & Available Subjects:	<p>150 point program</p> <p>Duration: 1.5 years full-time / up to 3 years part-time</p> <p>Coursework Only Option:</p> <ul style="list-style-type: none"> # six compulsory subjects (75 points) # one core subject (25 points) # elective subjects (50 points) <p>or</p> <p>Minor Thesis Option:</p>

- # six compulsory subjects (75 points)
- # MKTG90031 Minor Thesis Marketing Communications (37.5 points)
- # MULT50001 Research Principles and Practices (12.5 points)
- # two elective subjects (25 points)

Capstone Requirement:

All students are required to complete the Capstone Requirement for the program (at least 25 points). Students must complete one of the following capstone options:

Capstone Stream 1: MKTG90032 Applied Syndicate Project (25 points)

Purpose: enables students to plan, execute and communicate a research project.

Capstone Stream 2: MKTG90031 Minor Thesis Marketing Communications (37.5 points)

Purpose: An opportunity to integrate knowledge and research skills to address a specific marketing communications research question.

Capstone Stream 3: MULT90019 Internship II (25 points)

Purpose: An opportunity to acquire practical skills in development practice and project management and apply this knowledge to solve problems that arise in a professional context and develop an integrated understanding of knowledge and practice.

For policies that govern this degree, see **Academic Services Policy** (<http://www.services.unimelb.edu.au/policy/index.html>) in the **University Melbourne Policy Framework** (<http://www.policy.unimelb.edu.au/>) . Students also should also refer to information in the **Student Policy Directory**. (http://studentpolicy-unimelb.custhelp.com/cgi-bin/studentpolicy_unimelb.cfg/php/enduser/std_alp.php?p_sid=fgBu7Kcj)

Subject Options:

Compulsory Subjects

Six compulsory subjects (75 points)

Subject	Study Period Commencement:	Credit Points:
MECM90024 Writing for Marketing Communication	Semester 2	12.50
MGMT90144 Managing for Value Creation	Semester 1, Semester 2	12.50
MGMT90204 Leading for Strategic Advantage	Semester 1	12.50
MKTG90028 Integrated Social Media Marketing	Semester 2	12.50
MKTG90029 Marketing & Media in a Global Context	Semester 1	12.50
MKTG90026 Marketing Metrics	Semester 2	12.5

Core Subjects

Coursework Only Option:

one core subject (25 points)

Subject	Study Period Commencement:	Credit Points:
MKTG90032 Applied Syndicate Project	Semester 1, Semester 2	25
MULT90019 Internship II (Semester Long)	Semester 1, Semester 2	25

Minor Thesis Subjects

- # MKTG90031 Minor Thesis Marketing Communications (37.5 points)
- # MULT50001 Research Principles and Practices (12.5 points)

Please note: the minor thesis must be taken over two consecutive semesters.

Subject	Study Period Commencement:	Credit Points:
---------	----------------------------	----------------

MKTG90031 Minor Thesis - Marketing Communications	Semester 1, Semester 2	18.75
MULT50001 Research Principles and Practices	February, July	12.50

Elective Subjects

Coursework Only Option:

elective subjects (50 points)

or

Minor Thesis Option:

elective subjects (25 points)

Subject	Study Period Commencement:	Credit Points:
CULS90004 Cultural Complexity and Intelligence	Semester 2	12.50
LING90026 Transcultural Communication at Work	Semester 2	12.50
MECM40003 Researching Audiences and Reception	Semester 1	12.50
MECM40006 Public Relations and Communications	Semester 1	12.50
MECM40016 Audiovisual Communication	Semester 1, Semester 2	12.50
MECM90010 Strategic Political Communication	January	12.50
MECM90026 Advanced Practice 1	Not offered 2015	12.50
MGMT90111 Management and Business Communication	Semester 1	12.50
MGMT90165 Social Entrepreneurship	Semester 2	12.50
MKTG90003 Public Relations Management	Semester 2	12.50
MKTG90004 Marketing Management	Summer Term, Semester 1, Semester 2	12.50
MKTG90005 Marketing Strategy	Semester 1, Semester 2	12.5
MKTG90006 Brand Management	Summer Term, Semester 1	12.50
MKTG90008 Consumer Behaviour	Semester 1, Semester 2	12.5
MKTG90009 Advertising	Semester 2	12.50
MULT90059 Social Enterprise Incubator	Semester 2	12.50
PPMN90030 Public Policy in the Asian Century	Semester 2	12.50
PUBL90004 Business and Professional Communications	Semester 1	12.50
PUBL90006 Writing and Editing for Digital Media	Semester 1, Semester 2	12.50
PPMN90032 Managing Change and Leading Innovation	October	12.5
MECM90025 Advanced Practice 2	Not offered 2015	12.5

Links to further information:	http://culture-communication.unimelb.edu.au/
Related Course(s):	Master of Marketing Communications