

EDUC90141 Marketing in Education

Credit Points:	25
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: March, Parkville - Taught on campus. Pre-teaching period: During the pre-teaching period, students will be required to complete reading that will be provided via LMS.
Time Commitment:	Contact Hours: 48 hours Total Time Commitment: 340 hours
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 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 website: http://www.services.unimelb.edu.au/disability
Coordinator:	Assoc Prof Lawrie Drysdale
Contact:	Contact Us (https://enquiry.app.unimelb.edu.au/?cc=MGSE-ALL&fn=MGSE) 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:	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.
Assessment:	Two papers of 5,000 words (50 per cent), or one paper of 10,000 words (100 per cent). Attendance at all classes (tutorial/seminars/practical classes/lectures/labs/online classes) is obligatory. Failure to attend 80% of classes will normally result in failure in the subject.
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"># 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 Master of Education Master of Education (Educational Management) Master of Education (Educational Management) Master of Education (Educational Management) Master of Education (Stream 100A) Coursework and Thesis A