

MC-MKTCOMM Master of Marketing Communications

Year and Campus:	2015 - Parkville
CRICOS Code:	085102B
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Level:	Graduate/Postgraduate
Duration & Credit Points:	200 credit points taken over 24 months full time. This course is available as full or part time.
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Course 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
Course Structure & Available Subjects:	<p>200 Point Program</p> <p>Duration: 2 years full-time / up to 4 years part-time</p> <p>First 50 points: (must be completed in the first 50 points of enrolment)</p>

three compulsory subjects (50 points)

Remaining 150 points

Coursework Only Option:

- # six compulsory subjects (75 points)
- # one core subject (25 points)
- # elective subjects (50 points)

or

Minor Thesis Option:

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

150 point program

Duration: 1.5 years full-time / up to 3 years part-time

Coursework Only Option:

- # six compulsory subjects (75 points)
- # one core subject (25 points)
- # elective subjects (50 points)

or

Minor Thesis Option:

- # 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)

**Majors/Minors/
Specialisations**

Major/Minor/Specialisation

200 point Master of Marketing Communications

	150 point Master of Marketing Communications
Entry Requirements:	<p>1. In order to be considered for entry, applicants must have completed:</p> <ul style="list-style-type: none"> • an undergraduate degree in any discipline with at least an H2B (70%) weighted average, or equivalent. <p>Meeting this requirement does not guarantee selection.</p> <p>2. In ranking applications, the Selection Committee will consider:</p> <ul style="list-style-type: none"> • prior academic performance; and • relevance of previous studies. <p>3. The Selection Committee may seek further information to clarify any aspect of an application in accordance with the Admission and Selection into Course Policy.</p> <p>4. The minimum English language requirements for this course are Band 6.5</p> <p>Applicants with the following may be awarded up to 50 points of credit:</p> <ul style="list-style-type: none"> • an undergraduate degree in a cognate discipline, with at least H2B (70%) weighted average, or equivalent.
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 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 Unit website: http://www.services.unimelb.edu.au/disability/
Further Study:	Students who complete the thesis option may be eligible for entry into the PhD.
Graduate Attributes:	Students who successfully complete the Master of Marketing Communications will have: a high-level ability to combine professional skills such as decision making, media and communication management, ethics, project management, strategic management, leadership and negotiation with discipline-based expertise in management and marketing and social science, and to apply this complex synthesis to professional and research practice well-developed interpersonal and communication skills necessary to a range of professional and research activities including report writing, budgetary expertise, and strategic leadership flexible communication skills with a highly attuned sensitivity to a diverse audience, and to the issues specific to cross-cultural communication
Generic Skills:	<p>Graduates will demonstrate the application of knowledge and skills:</p> <ul style="list-style-type: none"> • With creativity and initiative in combining theory and practice in order to address the complex challenges of the marketing and communications space, working autonomously and in teams • To conceptualise, plan and execute a substantial, independent, research-based project in the form of a minor thesis, demonstrating high-level skills in interdisciplinary and comparative research, analysis and critique, underpinned by a thorough understanding of academic protocol and presentation <p>Or</p> <ul style="list-style-type: none"> • To plan and execute an internship or group-project-based capstone experience, integrating the knowledge and skills acquired in the course, and demonstrating an ability to solve problems and respond to developments that arise in a professional and research context with creativity, integrity and cultural sensitivity
Links to further information:	http://culture-communication.unimelb.edu.au/