

MKTG30010 Advertising and Promotions

Credit Points:	12.5
Level:	3 (Undergraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Summer Term, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 2-hour lecture and a 1-hour tutorial per week Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self-directed study
Prerequisites:	<u>MKTG10001 Principles of Marketing (.)/view/current/MKTG10001</u>
Corequisites:	<u>MKTG10001 Principles of Marketing (.)/view/current/MKTG10001</u>
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/
Coordinator:	Dr Danielle Chmielewski-Raimondo, Dr Gergely Nyilasy
Contact:	Summer <u>gnyilasy@unimelb.edu.au</u> (mailto:gnyilasy@unimelb.edu.au) Semester 2 <u>dchmi@unimelb.edu.au</u> (mailto:dchmi@unimelb.edu.au)
Subject Overview:	This subject focuses on the development, management and control of the organisation's marketing communications. Topics include advertising, sales promotion, public relations and other elements of the communications mix with internet and interactive media advertising also covered; the importance of integrating promotional efforts with other marketing mix decisions; the marketing manager's role in planning, implementing and evaluating marketing communications; operational and creative elements involved in developing promotional efforts; the strategies used to communicate with customers and their underlying principles and understanding alternative persuasion techniques and potential problems with their adoption.
Learning Outcomes:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> • Describe and analyse the basic theories and models within integrated marketing communications; • Explain the advantages and disadvantages of different advertising and promotional techniques; • Analyse and critically evaluate integrated marketing communications campaigns and explain why some campaigns are more effective than others; and • Apply major theories and models to marketing communications problems discussed in tutorials and within students' assignments
Assessment:	Summer: A 2-hour end-of-semester examination (60%) Assignment #1 – “Ad Analysis” (1000 words), to be completed individually or in teams of two due on the day of Lecture 6 (10%) Assignment #2 – “Ad Campaign Strategy” (2000 words), to be completed individually or in

	groups of up to three due on the day of Lecture 10 (20%) Tutorial tasks completed over the course of the semester (10%) Semester 2: A 2-hour end-of-semester examination (60%) Group and individual assignment(s) totalling not more than 3000 words due in weeks 6 and 10 (30%) Tutorial tasks completed over the course of the semester (10%)
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2015/B-ARTS) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2015/B-BMED) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2015/B-ENVS) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2015/B-MUS) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2015/B-SCI) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2015/B-ENG) <p>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.</p>
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; team work through group work conducted in tutorials as well as through assignments; application of theory to practice; interpretation and analysis. • Moderate level of development: collaborative learning; critical thinking; receptiveness to alternative ideas. • Some level of development: problem solving; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources
Related Breadth Track(s):	Marketing Communications and Branding