

BUS90248 Marketing Communications

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: April, Parkville - Taught on campus. This subject is only available to students admitted to MC-BA, MC-BAPT, GD-MKTG, 294PN, or students with permission of the MBA course coordinator
Time Commitment:	Contact Hours: 30 hours Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>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 Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p>
Contact:	Melbourne Business School Degree Program Services Email: programservices@mbs.edu (mailto:programservices@mbs.edu)
Subject Overview:	In this course we will explore what leading firms are doing in response to changes impacting on the discipline of marketing communications. To this end, we will consider the main concepts, tools & techniques of contemporary marketing communications. We will focus on the design & implementation of effective marketing communications campaigns. We will also consider the issues that arise in planning, implementing & controlling communications strategies across multiple media: print & broadcast advertising, PR, direct, online & other electronic channels.
Learning Outcomes:	On completion of this subject, students should be able to: <ul style="list-style-type: none"> # Articulate the roles of advertising, sales promotion, personal selling and publicity in the promotion mix # Recognize the importance of integrating promotional efforts with other marketing mix decisions # Recognize the procedural steps to follow in developing promotional campaigns measure promotional effectiveness # Assess the marketing manager's role in planning, implementing, and evaluating marketing communication # Select appropriate strategies to communicate with customers # Craft a brand-centric, integrated marketing communications campaign # Choose relevant persuasion techniques processes & managerial frameworks of marketing communications
Assessment:	Contribution to class learning (10%) Attendance at lectures and workshops, instructor evaluation of contribution to class learning Throughout subject 9 case preparations and discussions (5%) 100 words each Throughout subject Syndicate assignment (20%) Equivalent to individual 1100-word assessment Week 9 Syndicate presentation (5%) Equivalent to

	individual 500-word assessment Week 9 Final examination (60%) Hurdle requirement 2 hours End of 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
Notes:	This subject is only available to students admitted to MC-BA, MC-BAPT, GD-MKTG, 294PN, or students with permission of the MBA course coordinator
Related Course(s):	Graduate Diploma in Marketing Master of Business Administration Master of Business Administration Master of Business Administration/Master of Marketing Master of Marketing Master of Marketing Master of Marketing