

## EDUC90141 Marketing in Education

<b>Credit Points:</b>	25
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2016, 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.
<b>Time Commitment:</b>	Contact Hours: 48 hours Total Time Commitment: 340 hours
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;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.&lt;/p&gt;         &lt;p&gt;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: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>
<b>Coordinator:</b>	Assoc Prof Lawrie Drysdale
<b>Contact:</b>	<b><a href="mailto:drysdale@unimelb.edu.au">drysdale@unimelb.edu.au</a> (mailto:drysdale@unimelb.edu.au)</b>
<b>Subject Overview:</b>	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.
<b>Learning Outcomes:</b>	<p>On the completion of this subject students should be able to:</p> <ul style="list-style-type: none"> <li># understand the importance, evolution and application of marketing management as an integrated function within the changing educational environment;</li> <li># apply the features of marketing as a multi dimensional concept to own organisational settings;</li> <li># develop and prepare a marketing plan; and</li> <li># 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.</li> </ul>
<b>Assessment:</b>	Two papers of 5,000 words (50 per cent), or one paper of 10,000 words (100 per cent). This subject has a minimum hurdle requirement of 80% attendance at all tutorials, seminars and workshops.
<b>Prescribed Texts:</b>	None
<b>Breadth Options:</b>	This subject is not available as a breadth subject.

<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	On the completion of this subject students should be able to: <ul style="list-style-type: none"><li># demonstrate understanding of conceptual models ;</li><li># understand and use a range of research skills;</li><li># analyze and interpret and present research findings;</li><li># plan and develop research project;</li><li># plan strategically.</li></ul>
<b>Links to further information:</b>	<a href="http://www.education.unimelb.edu.au">www.education.unimelb.edu.au</a>
<b>Related Course(s):</b>	Master of Education Master of Education Master of Education (Educational Management) Master of Education (Educational Management) Master of Education (Educational Management)