

## MECM90025 Advanced Practice 2

<b>Credit Points:</b>	12.5
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2016, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: 2hour seminar per week – total 24 hours Total Time Commitment: Total 140 Hours
<b>Prerequisites:</b>	Admission to the Marketing Communications program.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	Previous study in Marketing, Communications, Media and Communications, Public Relations, Advertising, or other similar cognate area.
<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>	Dr Jennifer Beckett
<b>Contact:</b>	<a href="mailto:jennifer.beckett@unimelb.edu.au">jennifer.beckett@unimelb.edu.au</a> ( <a href="https://mce_host/faces/htdocs/jennifer.beckett@unimelb.edu.au">https://mce_host/faces/htdocs/jennifer.beckett@unimelb.edu.au</a> )
<b>Subject Overview:</b>	This subject will provide advanced practice in the field of marketing and communications delivered by an industry expert (anticipated to be offered by a different expert in each iteration). This subject investigates cutting-edge marketing communications practice through a practitioner-led lecture program. Students will engage with case studies, strategies and topical issues raised by a range of leading practitioners in the field.
<b>Learning Outcomes:</b>	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> <li># demonstrate knowledge and understanding of the latest directions of research into marketing and communications practices</li> <li># contribute effectively to the work of the seminar through discussion and presentation of the key issues</li> <li># show a capacity for an advanced skills in identifying and analysing key issues in the marketing communications fields</li> </ul>
<b>Assessment:</b>	Marketing Communications brief (750 words) due mid-semester, approximately week 5 (15%) Oral presentation – group presentation of a Marketing Communications Strategy (1,750 words) 15 minutes duration due towards the end of semester, approximately week 10-12 (35%) Final essay (2,500 words) due end of semester, during exam period (50%) Students are required to complete a minimum of 80% of classes in order to pass this subject.
<b>Prescribed Texts:</b>	A subject reader will be made available

<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>	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> <li># Demonstrate competence in advanced library searches and information retrieval;</li> <li># Demonstrate proficiency in the application of selected methods of analysis;</li> <li># Demonstrate conformity to academic protocols of presentation and research procedures</li> <li># Demonstrate improved capacity in collaborative learning and team skills.</li> </ul>
<b>Links to further information:</b>	<a href="http://culture-communication.unimelb.edu.au/">http://culture-communication.unimelb.edu.au/</a>
<b>Related Majors/Minors/Specialisations:</b>	<p>150 point Master of Marketing Communications  200 point Master of Marketing Communications</p>