

MECM90026 Advanced Practice 1

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 2 hour seminar per week - total 24 hours Total Time Commitment: 140 hours
Prerequisites:	Admission into MC-MKTCOMM - Master of Marketing Communications
Corequisites:	None
Recommended Background Knowledge:	Previous study in Marketing, Media and Communications, Public Relations, Advertising or other similar cognate area.
Non Allowed Subjects:	None
Core Participation Requirements:	<p><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> </p>
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Subject Overview:	This subject will provide advanced practice in the field of marketing communications and will be delivered by industry experts (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.
Learning Outcomes:	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate a specialist understanding of marketing and communications best practice • Contribute effectively to the work of the seminar through discussion and presentation of the key issues • Show a capacity for an advanced level of analysis of key issues in the marketing communications fields; and • Familiarise themselves with the latest directions of research into marketing communications practice.
Assessment:	A group project comprising: A group Marketing Communications Brief (1,500 words) due week 5 (15%) A group Oral presentation of a Marketing Communications Strategy (with supporting documentation) (1,000 words) - 15 minutes duration due in the last three weeks of semester (35%) An individual project, comprising a Final Essay (2,500 words) due at the end of semester (50%)
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
Generic Skills:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none">• Problem solving and critical thinking by applying the knowledge gained to case studies, industry issues and other practical assignments;• Collaborative learning and team skills fostered through the group assignment;• Research and presentation skills relating to the marketing communications strategy.
Links to further information:	http://culture-communication.unimelb.edu.au/
Related Majors/Minors/Specialisations:	150 point Master of Marketing Communications 200 point Master of Marketing Communications