

## MKTG30010 Advertising and Promotions

<b>Credit Points:</b>	12.5
<b>Level:</b>	3 (Undergraduate)
<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: 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
<b>Prerequisites:</b>	<b><u><a href="#">MKTG10001 Principles of Marketing (../view/current/MKTG10001)</a></u></b>
<b>Corequisites:</b>	<b><u><a href="#">MKTG10001 Principles of Marketing (../view/current/MKTG10001)</a></u></b>
<b>Recommended Background Knowledge:</b>	Please refer to Prerequisites and Corequisites.
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<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: <a href="http://services.unimelb.edu.au/disability">http://services.unimelb.edu.au/disability</a></p>
<b>Coordinator:</b>	Dr Danielle Chmielewski-Raimondo
<b>Contact:</b>	<b><u><a href="mailto:dchmi@unimelb.edu.au">dchmi@unimelb.edu.au</a></u> (<a href="mailto:dchmi@unimelb.edu.au">mailto:dchmi@unimelb.edu.au</a>)</b>
<b>Subject Overview:</b>	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.
<b>Learning Outcomes:</b>	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> <li># Describe and analyse the basic theories and models within integrated marketing communications;</li> <li># Explain the advantages and disadvantages of different advertising and promotional techniques;</li> <li># Analyse and critically evaluate integrated marketing communications campaigns and explain why some campaigns are more effective than others; and</li> <li># Apply major theories and models to marketing communications problems discussed in tutorials and within students' assignments</li> </ul>
<b>Assessment:</b>	A 2-hour examination, end-of-semester, (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%)

<b>Prescribed Texts:</b>	You will be advised of prescribed texts by your lecturer.
<b>Breadth Options:</b>	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> <li># <b>Bachelor of Arts</b> (<a href="https://handbook.unimelb.edu.au/view/2016/B-ARTS">https://handbook.unimelb.edu.au/view/2016/B-ARTS</a>)</li> <li># <b>Bachelor of Biomedicine</b> (<a href="https://handbook.unimelb.edu.au/view/2016/B-BMED">https://handbook.unimelb.edu.au/view/2016/B-BMED</a>)</li> <li># <b>Bachelor of Environments</b> (<a href="https://handbook.unimelb.edu.au/view/2016/B-ENVS">https://handbook.unimelb.edu.au/view/2016/B-ENVS</a>)</li> <li># <b>Bachelor of Music</b> (<a href="https://handbook.unimelb.edu.au/view/2016/B-MUS">https://handbook.unimelb.edu.au/view/2016/B-MUS</a>)</li> <li># <b>Bachelor of Science</b> (<a href="https://handbook.unimelb.edu.au/view/2016/B-SCI">https://handbook.unimelb.edu.au/view/2016/B-SCI</a>)</li> <li># <b>Bachelor of Engineering</b> (<a href="https://handbook.unimelb.edu.au/view/2016/B-ENG">https://handbook.unimelb.edu.au/view/2016/B-ENG</a>)</li> </ul> <p>You should visit <b>learn more about breadth subjects</b> (<a href="http://breadth.unimelb.edu.au/breadth/info/index.html">http://breadth.unimelb.edu.au/breadth/info/index.html</a>) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
<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>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Moderate level of development: collaborative learning; critical thinking; receptiveness to alternative ideas.</li> <li>• 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</li> </ul>
<b>Related Breadth Track(s):</b>	Marketing Communications and Branding