

# MKTG90027 Foundations of Marketing & Communication

Credit Points:	25											
Level:	9 (Graduate/Postgraduate)											
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus.											
Time Commitment:	Contact Hours: 48 hours: 2 x 2 hour seminars per week throughout semester. Total Time Commitment: Total 280 Hours											
Prerequisites:	Admission to the Marketing Communications program - 200pt program only											
Corequisites:	Full-time students will take this alongside MKTG90004 Marketing Management and MECM40006 Public Relations and Communication <table><tr><th>Subject</th><th>Study Period Commencement:</th><th>Credit Points:</th></tr><tr><td>MECM40006 Public Relations and Communications</td><td>Semester 1</td><td>12.50</td></tr><tr><td>MKTG90004 Marketing Management</td><td>Summer Term, Semester 1, Semester 2</td><td>12.50</td></tr></table>			Subject	Study Period Commencement:	Credit Points:	MECM40006 Public Relations and Communications	Semester 1	12.50	MKTG90004 Marketing Management	Summer Term, Semester 1, Semester 2	12.50
Subject	Study Period Commencement:	Credit Points:										
MECM40006 Public Relations and Communications	Semester 1	12.50										
MKTG90004 Marketing Management	Summer Term, Semester 1, Semester 2	12.50										
Recommended Background Knowledge:	This subject will be suitable for students who have relatively little background knowledge, as it is intended to provide a substantive introduction to and preparation for the Master of Marketing Communications. It will form a substantive part of the first phase of the 200 point program, enabling an intake of a wider pool of students than those who already bring relevant cognate experience in the fields of marketing and/or communication studies.											
Non Allowed Subjects:	None											
Core Participation Requirements:	<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>											
Coordinator:	Dr Jennifer Beckett											
Contact:	<b>alison.horbury@unimelb.edu.au</b> ( <a href="https://mce_host/faces/htdocs/alison.horbury@unimelb.edu.au">https://mce_host/faces/htdocs/alison.horbury@unimelb.edu.au</a> )											
Subject Overview:	This subject will provide a pathway for students to gain familiarity with key issues and debates in marketing and communications. Students will develop a critical understanding of concepts and approaches relating to media institutions, texts and audiences. Emphasis will be placed on understanding the complex transformation from the paradigm of broadcast media to contemporary networked digital communications. This new environment of active audience participation and distributed communication has challenged the conceptual underpinnings of a range of practices including advertising, public relations, stakeholder management and marketing campaigns. Students will be introduced to the tasks of identifying and evaluating a variety of marketing strategies, and will have the opportunity to learn, examine and apply											

	strategic marketing decision-making processes in the marketing and communications business environment.
<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 a critical understanding of key conceptual frameworks and approaches relevant to marketing and communications</li> <li># Critically engage with processes of transformation impacting the field</li> <li># Identify the operation of different media and communication platforms and marketing strategies in different cultural contexts</li> <li># Critically evaluate the appropriateness of different marketing strategies and tactics relevant to the marketing and communications industry</li> <li># Describe the concepts and models used to guide the development of marketing strategies and plans</li> </ul>
<b>Assessment:</b>	<p>Textual analysis – Analyse a specific advertisement, marketing or campaign text. 2,500 words (20%), due early in the semester (approximately week 5) Issue analysis - Engage with a specific issue or problem facing specialists in the field of marketing communication, engaging with strategic practices and alternatives in addressing the issue under consideration. 2,500 words (20%), due later in the semester (approximately week 9) Oral presentation, equivalent of 1,000 words – 10 minutes duration (10%), during semester from Week 2. Final project, based on a marketing and communications scenario or a list of questions structured around themes and issues addressed across the semester – 4,000 words (40%), due at the end of semester, during examination period. Participation via engagement in class and seminar activities (10%) throughout the semester. Students are required to attend a minimum of 80% of classes in order to pass the subject.</p>
<b>Prescribed Texts:</b>	A subject reader will be provided.
<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># Engage in problem solving and critical thinking;</li> <li># Demonstrate skills in oral and written communication.</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>	200 point Master of Marketing Communications