

MKTG90028 Integrated Marketing Communications

| Credit Points: | 12.5 | | | | | | | | | | | | | | |
|--|---|----------------|--|---------|----------------------------|----------------|--------------------------------|-------------------------------------|-------|--|------------------------|----|---|------------------------|------|
| Level: | 9 (Graduate/Postgraduate) | | | | | | | | | | | | | | |
| Dates & Locations: | 2016, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. | | | | | | | | | | | | | | |
| Time Commitment: | Contact Hours: 1 hour lecture per week and 1 hour seminar per week, total 24hrs Total Time Commitment: Total 140 Hours | | | | | | | | | | | | | | |
| Prerequisites: | <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MKTG90004 Marketing Management</td> <td>Summer Term, Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>MKTG90027 Foundations of Marketing & Communication</td> <td>Semester 1, Semester 2</td> <td>25</td> </tr> <tr> <td>MECM40006 Public Relations and Communications</td> <td>Semester 1, Semester 2</td> <td>12.5</td> </tr> </tbody> </table> | | | Subject | Study Period Commencement: | Credit Points: | MKTG90004 Marketing Management | Summer Term, Semester 1, Semester 2 | 12.50 | MKTG90027 Foundations of Marketing & Communication | Semester 1, Semester 2 | 25 | MECM40006 Public Relations and Communications | Semester 1, Semester 2 | 12.5 |
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| MKTG90004 Marketing Management | Summer Term, Semester 1, Semester 2 | 12.50 | | | | | | | | | | | | | |
| MKTG90027 Foundations of Marketing & Communication | Semester 1, Semester 2 | 25 | | | | | | | | | | | | | |
| MECM40006 Public Relations and Communications | Semester 1, Semester 2 | 12.5 | | | | | | | | | | | | | |
| Corequisites: | None | | | | | | | | | | | | | | |
| Recommended Background Knowledge: | Previous study in Marketing, Communications, 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> | | | | | | | | | | | | | | |
| Coordinator: | Dr Wonsun Shin | | | | | | | | | | | | | | |
| Contact: | wosun.shin@unimelb.edu.au (mailto:wosun.shin@unimelb.edu.au) | | | | | | | | | | | | | | |
| Subject Overview: | <p>This subject provides a strategic understanding of, and practical skills to plan and implement, integrated marketing campaigns across a range of media platforms from print to broadcast to social media. It investigates the changing relationship between marketing, advertising and public relations in the context of the emergence of a 'post-convergence' media-sphere, and explores the new opportunities and dynamics of social media as a marketing tool. This subject teaches students practical skills in working with the media in developing campaigns, including campaign planning, media liaison, media planning and buying, campaign evaluation and understanding audience research. It also examines the ethical and legal aspects of convergence on the professional practice of marketing communications.</p> | | | | | | | | | | | | | | |
| Learning Outcomes: | <p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # develop a thorough understanding of social media platforms as marketing and communication tools # learn to deploy methodologies to analyse how integrated media campaigns work | | | | | | | | | | | | | | |

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| | # develop practical skills in the design and implementation of integrated media campaigns |
| Assessment: | Assessment task 1: Short essay, 1,500 words, (30%), due early in semester (approximately week 4-5) Assessment task 2: Group project, 1,500 words, (30%), due mid to late semester (approximately week 8-9) Assessment task 3: Reflective essay: 2,000 words, (40%), due at the end of semester Students are required to attend a minimum of 80% of classes in order to pass this subject. |
| Prescribed Texts: | A subject reader will be provided. |
| 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: | On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Demonstrate competence in advanced library searches and information retrieval; # Demonstrate proficiency in the application of selected methods of analysis; # Demonstrate conformity to academic protocols of presentation and research procedures. |
| 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 |