COURSE DETAIL

MARKETING COMMUNICATIONS
Country Australia
Host Institution University of Melbourne
Program(s) University of Melbourne
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 121
UCEAP Course Suffix
UCEAP Official Title MARKETING COMMUNICATIONS
UCEAP Transcript Title MARKETING COMM
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course examines the development, management and control of marketing communications, both locally and internationally. Topics include advertising, sales promotion, public relations, and other elements of the communications mix. Particular emphasis is placed on the importance of integrating promotional efforts, and on the marketing manager's role in planning, implementing and evaluating marketing communications. Students develop an understanding of the operational and creative elements involved in developing promotional campaigns and the strategies used to communicate with target audiences as well as the underlying principles behind these approaches. Students engage with alternative persuasion techniques and potential problems with their adoption, and the proper selection, interpretation, and use of alternative measures of promotional effectiveness. On completion of the subject, students have developed a strong practical and critical grasp of the different forms and strategies employed in marketing communications.

Language(s) of Instruction
English

Host Institution Course Number
MECM30013

Host Institution Course Title
MARKETING COMMUNICATIONS

Host Institution Course Details
https://handbook.unimelb.edu.au/view/2014/MECM30013

Host Institution Campus
University of Melbourne

Host Institution Faculty

Host Institution Degree

Host Institution Department
Media and Communications

Course Last Reviewed
2022-2023

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