

# 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 Campus

University of Melbourne

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Media and Communications

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