

# **La Trobe University**

**My Subject Information Booklet**

**Sat 12.May.2012 at 05:47:35 PM GMT+10:00**

**MGT3ISC INTERPERSONAL SKILLS AND CONFLICT MANAGEMENT** (15 CPs Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 BE and Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 BU and Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 SH and Teaching Period: ACN Semester 2 Start: 02-JUL-12 End: 23-SEP-12 SY and Teaching Period: Summer Semester Start: 02-JAN-12 End: 10-FEB-12 BU and Teaching Period: Week 36-41 Start: 27-AUG-12 End: 07-OCT-12 BU.) *BU: Dr Jennifer Spoor (Primary Coordinator), Dr Jillian Cavanagh, Dr Lynne Leveson, BE: Dr Maxwell Mollard, SH: Dr Chris Shields, SY: Dr Maxwell Mollard*

Conflict, whether positive or negative, is an important feature of our daily lives. This subject focuses on conflict both interpersonally and collectively in the work setting. Both lectures and tutorials are interactive. In lectures we explore the theory relating to the nature of conflict and effective interpersonal communication skills, the relationship between these and approaches to conflict management between people and groups. In tutorials we apply theory to practice in a range of ways including discussion, group work, presentations, role plays and reflective writing. On an individual level, you will be encouraged to develop self-awareness of your own interpersonal communication style and the skills necessary to develop effective working relationships including those characterised by diversity and teamwork.

*Incompatible subject:* MGT2ISC.

*Class requirements:* Semester 2 (Weeks 31-44) - one 2-hour lecture and one 1-hour tutorial per week.

Semester 2 Block mode (Weeks36-41) – Intensive 6 week course comprising of 38 hours of workshops and tutorials including 2 six hour workshops on Saturday of weeks 2 and 3.

*Assessment:* one 25-minute group presentation (20%) 3-5 students per group; equivalent to 1,000 words., one 1,500-word individual written assignment (20%). , one 2-hour final examination (60%). , (Semester 2 -Block mode) One 1,000-word group exercise (20%). , (Semester 2 -Block mode) In-class tests (40%). , (Semester 2 -Block mode) one 1,000-word individual essay (20%). , (Semester 2 -Block mode) Online and class activities (20%). equivalent to 1,000 words

**LST2MAL MARKETING LAW** (15 CPs Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 BU and Teaching Period: ACN Semester 2 Start: 02-JUL-12 End: 23-SEP-12 SY.) BU: Dr Alma Pekmezovic (Primary Coordinator), SY: Mr John Bevacqua

*This subject is offered at third-subject level also.*

The ways in which the law affects marketing activities are examined. A number of specific legal issues relevant to the marketing of goods and services are identified such as intellectual property law, product liability, the law regulating various selling techniques, restrictive trade practices, privacy, electronic commerce and anti-spam laws. The subject is designed to raise students' awareness of the issues and develop their skills to achieve compliance with the law.

*Special Conditions:* Not available to Bachelor of Laws students as a law elective. Bachelor of Business students are encouraged to enrol in this unit at third year..

*Prerequisite:* LST2BSL or LST2THL.

*Class requirements:* one 2-hour lecture and one 1-hour tutorial per week.

*Assessment:* one 1,500-word assignment (30%) , one 2-hour final examination (70%).

***Preliminary Reading:*** Clarke, B. and Sweeney, B. *Bu: Marketing and the Law* Butterworths, Sydney, 2006, Chapters 1 and 7, latest edition

***Prescribed Reading:*** Clarke, B. and Sweeney, B. *Be: Marketing and the Law* Butterworths, Sydney, latest edition

**MKT2BBM BRANDS AND BRAND MANAGEMENT** (15 CPs Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 BU.) *Prof Gillian Sullivan Mort (Primary Coordinator)*

In this subject students will develop the concept of a product as well as the concept of the Brand and role of the Product or Brand Manager. The subject will provide skills essential to graduates in their future professional career.

*Class requirements:* one 2-hour lecture and one 1 hour tutorial per week.

*Assessment:* one case study (25%) individual 10 minute oral presentation and 1,000-word report , one group assignment; 4-5 students per group (35%), 1,000-words per student, one 2-hour final examination (40%).

*Prescribed Reading:* Keller, K.L. *Strategic brand management: building measuring and managing brand equity and best practice cases* Pearson Education

**MKT2MPR MARKETING COMMUNICATIONS AND PUBLIC RELATIONS** (15 CPs Teaching Period: Semester 1 Start: 27-FEB-12 End: 01-JUN-12 BE and Teaching Period: Semester 1 Start: 27-FEB-12 End: 01-JUN-12 VI and Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 BU and Teaching Period: ACN Semester 2 Start: 02-JUL-12 End: 23-SEP-12 SY and Teaching Period: Week 36-42 Start: 27-AUG-12 End: 14-OCT-12 BU.) *BU: Mr Steven Mason (Primary Coordinator), Prof Gillian Sullivan Mort, BE: Mr Phil Trebilcock*

An understanding of the role of integrated marketing communications in the total marketing mix is provided, with the particular roles of advertising, public relations, personal selling, sales promotion, direct marketing and internet marketing being explored and evaluated. Emphasis is placed on the practical skills of writing and marketing communications plans, as well as understanding the key strategic issues involved in their development.

*Prerequisite:* MKT1MDP.

*Incompatible subject:* MKT2MCO MKT3MCO.

*Class requirements:* Bu: one 2-hour lecture and one 1-hour tutorial

Be: two 1-hour lectures and one 1-hour tutorial.

*Assessment:* Bu: one 1-hour mid-semester test (10%) , Bu: one 4,000-word group project (20%). approximately 1,000 words per student, Bu: one 2-hour final examination (70%) . , Be: one 1-hour mid-semester multiple choice test (10%) . , Be: one 2,500-word assignment (20%) . , Be: one 2-hour final examination (70%).

*Prescribed Reading:* Belch, G. and Belch, M. *Advertising and promotion* 9th edn. Mc Graw-Hill, 2012

**MKT3ADV ADVERT AND SALES PROMOTION** (15 CPs Teaching Period: Semester 1 Start: 27-FEB-12 End: 01-JUN-12 BU.) *Mr Roman Peretiatko (Primary Coordinator)*

This subject builds on the introductory information first covered in the core subject Foundations of Marketing. In this subject, students will focus on advanced concepts and practises in advertising and sales promotion consistent which will provide skills essential to graduates in their future professional career.

*Prerequisite:* MKT2MPR.

*Class requirements:* one 2-hour lecture and one 1-hour tutorial per week.

*Assessment:* one 1,000-word critique (20%) , one group assignment (30%). 1,000-words per student, one 2-hour final examination (50%).

*Prescribed Reading:* Wells, Et al. *Advertising principles and practice* 2nd Australasian edn. Pearson, 2011

**MKT3IMK INTERNATIONAL MARKETING** (15 CPs Teaching Period: Semester 1 Start: 27-FEB-12 End: 01-JUN-12 SH and Teaching Period: Semester 1 Start: 27-FEB-12 End: 01-JUN-12 VI and Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 AW and Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 BE and Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 BU and Teaching Period: ACN Semester 1 Start: 05-MAR-12 End: 27-MAY-12 SY and Teaching Period: ACN Summer Semester Start: 29-OCT-12 End: 27-JAN-13 SY and Teaching Period: Summer Semester Start: 02-JAN-12 End: 10-FEB-12 BU and Teaching Period: Week 02-11 Start: 02-JAN-12 End: 11-MAR-12 FR.) *BU: Mr Andrew Gilmore (Primary Coordinator), Mr Tariq Halimi, AW: Dr Peter Lamb, BE: Mr Phil Trebilcock, FR: Dr Peter Lamb, SH: Ms Elaine Plant, SY: Dr Peter Lamb*

This subject focuses on the nature of the international marketplace and the problems and decisions facing managers of international marketing. It is comprehensive and practical covering marketing goods and services across national boundaries, as well as within different national markets. Major topic areas covered are the international marketing imperative, analysis of foreign environments, development of international marketing strategies and the implementation of marketing programs across different nations and within nations.

*Prerequisite:* MKT1MDP.

*Class requirements:* Onshore students: one 2-hour lecture and one 1-hour tutorial per week

Offshore students: France - This unit is offered as a semester-long on-line program, with email, telephone and chat room support provided by staff.

*Assessment:* one individual 20-minute seminar presentation and participation (20%) , one group assignment (30%). 1000-words per student, one 2- hour final examination (50%).

*Prescribed Reading:* Cateora, P., Taghian, M., Mort, G., Weerawardena, J., D'Souza, C. and John Graham *International Marketing: an Asia-Pacific approach* McGraw-Hill, Melbourne 2009

**MKT3MRE MARKETING RESEARCH** (15 CPs Teaching Period: Semester 1 Start: 27-FEB-12 End: 01-JUN-12 AW and Teaching Period: Semester 1 Start: 27-FEB-12 End: 01-JUN-12 BE and Teaching Period: Semester 1 Start: 27-FEB-12 End: 01-JUN-12 BU and Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 VI and Teaching Period: ACN Semester 1 Start: 05-MAR-12 End: 27-MAY-12 SY and Teaching Period: ACN Summer Semester Start: 29-OCT-12 End: 27-JAN-13 SY and Teaching Period: Summer Semester Start: 02-JAN-12 End: 10-FEB-12 BU and Teaching Period: Week 15-26 Start: 02-APR-12 End: 24-JUN-12 AW.) *SY: Dr Marthin Nanere (Primary Coordinator), BE: Dr Marthin Nanere (Primary Coordinator), AW: Miss Bethany Cooper, Mr Steven Mason, BU: Professor Geoff Crouch, Prof Gillian Sullivan Mort*

Business managers request, assess, purchase and use marketing research to make a wide number of informed decisions. To be able to do this competently, they need to know what marketing research can provide, what research methods are appropriate for different types of problems, and how results should be interpreted. The aim of this subject is to give you the knowledge and skills, as either a future business manager or a marketing research practitioner, to make intelligent decisions in your specification, evaluation, and application of marketing research.

*Prerequisite:* MKT1MDP and ECO1ISB (or equivalent first year statistics unit)

*Incompatible subject:* MKT2MRB.

*Class requirements:* one 2-hour lecture and one 1-hour tutorial per week.

*Assessment:* One 2-hour final examination (50%) Hurdle requirement: Students must achieve at least 40% in the final examination as well as an overall total of 50% to pass the subject, Research project (team-based, 2-3 students per team) (20%). 1,500-words per student, Research proposal (team based, 2-3 students per team) (5%). 1,000-words per student, ACN: VI: SPSS tutorial exercises (10%). Equivalent to 500-words, Research report (team-based, 2-3 students per team) (20%). 1,500-words per student, Research proposal (team-based, 2-3 students per team) (20%). 1,500-words per student, One 2-hour final examination (60%). Hurdle requirement: Students must achieve at least 40% in the final examination as well as an overall total of 50% to pass the subject, BU: AW: BE: SH: SPSS tutorial exercises (10%). Equivalent to 500-words, Data collection (5%).

*Prescribed Reading:* Burns, A.C. and Bush, R.F. 2010 *Marketing Research* Sixth Edition, Prentice-Hall, Upper Saddle River, NJ.

*Recommended Reading:* Coakes, S.J. & Stead, L.J., 2007 *Publisher : Version 17.0 for Windows* John Wiley and Sons, Australia

**MKT3SEM SOCIAL MARKETING** (15 CPs Teaching Period: Semester 1 Start: 27-FEB-12 End: 01-JUN-12 BU.) *Professor Gillian Sullivan-Mort (Primary Coordinator)*

Social Marketing is structured around the traditional "4 Ps" of marketing, (i.e. Product, Price, Promotion and Plan) and explains how marketing mix decisions can influence social outcomes. It focuses on both research and concepts and reflects on recent marketing developments in society.

*Prerequisite:* MKT1MDP.

*Class requirements:* one 2-hour lecture and one 1-hour tutorial per week.

*Assessment:* one 1,500-word essay (20%) one case study in social marketing, one 2,000-word essay/report (30%). one report in social marketing, one 2-hour final examination (50%).

**Recommended Reading:** Hastings, G. *Social marketing: why should the devil have all the best tunes* Elsevier/Butterworth-Heinmann, 2007

**MKT3SMK STRATEGIC MARKETING (15 CPs**  
Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 AW and Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 BE and Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 BU and Teaching Period: Semester 2 Start: 23-JUL-12 End: 26-OCT-12 VI and Teaching Period: ACN Semester 2 Start: 02-JUL-12 End: 23-SEP-12 SY.) BU: Dr Michal Carrington (Primary Coordinator), AW: Mr Peter Lamb

This subject aims to provide students with the ability to develop and communicate effective marketing strategies within organisation and non-organisation contexts by drawing upon relevant strategy concepts, analytical tools and frameworks, and theory.

*Prerequisite:* MKT1MDP.

*Class requirements:* two 1-hour lectures and one 1-hour tutorial per week.  
*Assessment:* one 3-hour final examination (60%) , class participation (10%) . , one group project equivalent to 1,250-words per student (30%). 3 - 5 students per group, one 20-minute presentation (10%). 2 -3 students per group, one 2-hour final examination (50%) . , VI: ACN: class participation/group presentation (10%) . , one group project equivalent to 1,250 words per student (30%). 3-5 students per group

**Prescribed Reading:** Reed, P. *Marketing Planning and Strategy* 3rd edn., Thomson, 2010

**MKT3SRM SOCIAL MEDIA AND RELATIONSHIP MARKETING (15 CPs**  
Teaching Period: Week 28-29 Start: 02-JUL-12 End: 15-JUL-12 BU.) Prof Gillian Sullivan Mort (Primary Coordinator)

Relationship Marketing is one of the most important issues facing marketing today. Seen as a key to developing loyal customers, understanding how to build and maintain relationships is fundamental to efficiency and subsequently to achieving organisational outcomes. This subject involves an analysis of the key antecedents to strong relationships in marketing as well as the outcomes this achieves. The initial focus is on a critique of the traditional trust and commitment model of relationship marketing. However, attention is then drawn to the many evolving perspectives in this area.

*Prerequisite:* MKT1MDP.

*Class requirements:* one 2-hour seminar per week.

*Assessment:* two 1,500-word essays/reports (50%) , one 2-hour final examination (50%).

**Recommended Reading:** Egan, J. *Relationship marketing: exploring relational strategies in marketing.* 3rd edn. Essex England Pearson Education, 2008

**MKT3SUS MARKETING FOR SUSTAINABILITY (15 CPs**  
Teaching Period: Semester 1 Start: 27-FEB-12 End: 01-JUN-12 AW and Teaching Period: Semester 1 Start: 27-FEB-12 End: 01-JUN-12 BU.) BU: Dr Clare D'Souza (Primary Coordinator), AW: Ms Bethany Cooper

In this subject, students will explore how marketing mix decisions influence environmental outcomes. The traditional "4Ps" of marketing (i.e. Product, Price, Promotion and Place) form the framework for this subject. In particular, this subject will take both a theory and research perspective and reflect on recent marketing developments in society.

*Prerequisite:* MKT1MDP.

*Incompatible subject:* MKT2ENV.

*Class requirements:* one 2-hour lecture and one 1-hour tutorial per week.

*Assessment:* one 1-hour mid-semester test (15%) , one group report (15%). 1,500-words per student, one 2-hour final examination (60%).

**Prescribed Reading:** Belz, F., and Peattie, *Sustainability Marketing : A Global Perspective* Wiley, U.K., 2009