

UNIVERSITY PREPARATION PROGRAM SEMESTER 1 2010 – GENERAL EDUCATION COURSES



UNSW
THE UNIVERSITY OF NEW SOUTH WALES

GENC6002

MARKETING AND THE CONSUMER

Offered by: School of Marketing
Thursday 9am – 11am

This course is designed to provide students with an understanding of the relationship between marketing as a business discipline and consumer rights and responsibilities. It looks at marketing from the consumer's point of view, rather than the traditional marketing manager's point of view. The course covers topics such as the "culture" of consumption of products and services in developed economies; the history and development of the consumer rights movement and "consumerism" in the United States and Australia; the philosophical underpinnings of the movement and where it is heading with regard to issues such as personal privacy and anti-globalisation; the opportunities and concerns posed by new interactive and personalisation technologies; and attempts by marketers to respond in multiple ways to all these consumer pressures and challenges. A critical and questioning approach is adopted throughout the course.

GENC6003

TOURISM: THE GLOBAL FUTURE

Offered by: School of Marketing
Friday 10am – 12pm

It is claimed that tourism is one of the three growth industries of the new millennium, along with information systems and communications technology. In this course the wider significance of tourism is examined, looking at its economic, social, political and environmental importance. Topics include: tourism through the ages; tourism models and markets; the structure of the industry; the distribution of tourism products, and transport-related issues; governments and tourism - agents of regulation and promotion; the environmental, cultural and economic impacts of tourism, and the dilemmas that can arise when these appear to be in conflict; tourism planning, innovation and technology; special interest tourism, such as eco-tourism; and the future of tourism, particularly as it relates to sustainability issues. The course challenges students to think about tourism in new ways. This is facilitated with fieldwork to meet tourism operators, planners and regulators. The course also highlights career opportunities that tourism has to offer university graduates.

GENE1011

FROM CATCHMENT TO OCEAN

Offered by: School of Civil and Environmental Engineering
Wednesday 1pm – 3pm

The environmental amenity of water in catchments, waterways and the coastal zone is under increasing threat from human generated pollutants such as rubbish, heavy metals, pathogens, nutrients, pesticides and other toxic compounds. This subject provides a non-technical introduction to this threat and what can be done about it. The path and transformation of the pollutants from the catchments where we live, to rivers and estuaries, and finally the oceans is covered. Measures for controlling pollutants and disposing of pollutants, inclusion of: catchment management on-site techniques; gross pollutant traps; ocean outfalls; chemical and biological treatment; and wetlands will be covered. Finally, the environmental impacts of these pollutants on our waterways are discussed. In particular, human health issues, eutrophication and ecological impacts will be examined.

GENX0101

INDIGENOUS AUSTRALIA - TRAVELLING THROUGH TIME

Offered by: Nura Gili (indigenous Programs)
Wednesday 6pm – 8pm

Examines the relationships and diversity of Aboriginal people within this place we now call Australia. Moves through the history of Indigenous Australians up until the 1960s. Designed to give a broad general knowledge and understanding of Indigenous societies. The impact of colonisation on Aboriginal people and the effects of government policies will be key themes.

GENT0503

JAZZ AND POPULAR MUSIC STUDIES

Offered by: School of English, Media and Performing Arts
Tuesday 2pm – 4pm

Provides an opportunity for the formal study and discussion of personalities and elements that have shaped and enriched twentieth century jazz and selected popular musics (with emphasis given to the popular music of the non-western world). Through a chronological study of music trends, students become familiar with the significant innovations of each of the evolutionary stages of each genre. Through application of some of the methods of ethnomusicology and cultural studies, an understanding of the social ecology of each genre will be sought.

GENT0421

CHINESE CINEMA

Offered by: School of Languages and Linguistics
Wednesday 2pm – 4pm

Since the mid-1980s, films from China have received critical acclaim in many circles and substantial scholarly response, both from within and outside Chinese Studies. Analyses significant feature and documentary films from China, beginning with examples of the cinema of the 1930s and 1940s, and highlights from the cinema of the hard-line Communist period. Examines examples from the ideological thaw in the late 1970s, the New Wave films of the 1980s and several avant-garde films from the 1990s.

GENC6001

AN INTRODUCTION TO MARKETING

Offered by: School of Marketing
Monday 11am -1pm

This course is designed to provide students with an overview of these different aspects of marketing management. Insights are provided into the way in which business, government and not-for-profit organisations manage their marketing efforts. Topics include: the concept of marketing in different types of organisation; how to analyse the market and segment consumers within the market; buyer decision processes, organisational markets and organisational decision processes; the development of the marketing mix; products, brands and services; pricing, channels and promotion (personal selling, advertising, sales promotion and publicity); and marketing strategy within increasingly turbulent and challenging environments.