# 325-665 Internet Marketing

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| **Credit Points:** | 12.50 |
| **Level:** | 9 (Graduate/Postgraduate) |
| **Dates & Locations:** | 2009,<br>This subject commences in the following study period/s:<br>Semester 2, - Taught on campus. |
| **Time Commitment:** | Contact Hours: One 3-hour seminar per week (Semester 2). Total Time Commitment: Not available |
| **Prerequisites:** | None |
| **Corequisites:** | None |
| **Recommended Background Knowledge:** | None |
| **Non Allowed Subjects:** | None |
| **Core Participation Requirements:** | <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: <a href="http://services.unimelb.edu.au/disability">http://services.unimelb.edu.au/disability</a></p> |
| **Coordinator:** | Dr Brent Coker |
| **Subject Overview:** | This subject examines the managerial implications of the Internet revolution in marketing. It analyses the opportunities and challenges presented by Web-based marketing. It focuses on the strategies that organisations can use to integrate Internet and related technologies with traditional marketing. Key issues include: what is different about marketing on the net, how do different online business models function, how do consumers behave online, and what traditional marketing channels and practices are most threatened? Other topics may include: online quality enhancement, personalisation of marketing efforts, community-building, real-time marketing, online customer management and using the Internet for market research. |
| **Objectives:** | On successful completion of this subject, students should be able to:<br># Analyse market opportunities and explain how the three components of marketing strategy (segmentation, targeting and positioning) can be applied in the Online environment;<br># Analyse the key elements in designing the Online customer experience and the Online customer interface;<br># Describe the nature of individualization and interactivity and explain their impact on the Internet marketing mix;<br># Explain what the marketspace matrix is and apply it to case material;<br># Evaluate Internet marketing programs. |
| **Assessment:** | A 2-hour examination (50%), assignment(s) not exceeding 4000 words (40%) and class participation (10%). |
| **Prescribed Texts:** | None |
| **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 |

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| **Generic Skills:** | On successful completion of this subject, students should have improved the following generic skills:<br><br># Interpretation and analysis of information through the application of conceptual frameworks, which should be fostered through the application of conceptual frameworks presented in lectures and the text to case studies of actual companies and seminar questions;<br># Collaborative learning and teamwork, which should be developed through the use of teams for writing and presenting assignments as well as preparing for, and presenting in, seminars.<br># Oral communication, which should be enhanced through the seminar programme;<br># Written communication, which should be developed through two case-study assignments. |
| **Related Course(s):** | Master of Accounting<br>Master of Accounting<br>Master of Applied Commerce (Marketing)<br>Master of Applied Commerce (Marketing)<br>Master of Business and Information Technology<br>Master of Business and Information Technology<br>Master of Management (Marketing) |