

MKTG30009 Internet Marketing

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 2-hour lecture and a 1-hour tutorial per week Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self directed study
Prerequisites:	MKTG10001 Principles of Marketing (../view/current/MKTG10001)
Corequisites:	None
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
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Subject Overview:	This subject examines the planning and marketing of products and services on the internet. It analyses the economic, social, and technological opportunities and challenges presented by internet based Marketing. Key issues include: what is different about marketing on the internet, what makes a successful online business model, and how consumers behave online. Other topics include: search engine optimisation, social media sites, startup opportunities, and Internet advertising.
Objectives:	On successful completion of this subject a student should be able to: <ul style="list-style-type: none"> • Develop and implement a search engine optimisation (SEO) program to improve search engine rank; • Describe the basic technologies underlying the internet; • Integrate offline with online marketing strategies; • Critique website functionality and design; • Discuss global e-marketing issues; • Analyse the role of online communities and how to apply them in the context of an e-business solution.
Assessment:	A 2-hour examination (60%), and assignment(s) totalling not more than 4000 words (40%) due in Week 10.
Prescribed Texts:	Chaffey Dave, Ellis-Chadwick Fiona, Mayer Richard, Johnston Kevin. 2009. Internet Marketing:Strategy, Implementation and Practice. Edinborough Gate: England: Prentice Hall.
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses: <ul style="list-style-type: none"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2012/B-ARTS) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2012/B-BMED)

	<p># <u>Bachelor of Environments</u> (https://handbook.unimelb.edu.au/view/2012/B-ENVS)</p> <p># <u>Bachelor of Music</u> (https://handbook.unimelb.edu.au/view/2012/B-MUS)</p> <p># <u>Bachelor of Science</u> (https://handbook.unimelb.edu.au/view/2012/B-SCI)</p> <p># <u>Bachelor of Engineering</u> (https://handbook.unimelb.edu.au/view/2012/B-ENG)</p> <p>You should visit <u>learn more about breadth subjects</u> (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> • Interpretation and analysis of information through the application of conceptual frameworks • Collaborative learning and teamwork • Oral communication • Written communication