MKTG90019 Internet Marketing and Social Media

Credit Points:	6.25
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2013, Parkville This subject commences in the following study period/s: May, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 16 hours (intensive) Total Time Commitment: In addition to face-to-face teaching time of 16 hours, students should expect to undertake a minimum of 60 hours research, reading, writing and general study to complete this subject successfully.
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	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. 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: http://services.unimelb.edu.au/disability
Contact:	School of Melbourne Custom Programs Level 3, 442 Auburn Road Hawthorn VIC 3122 Phone: 9810 3245 Email: **postgrad@commercial.unimelb.edu.au (mailto:postgrad@commercial.unimelb.edu.au)**
Subject Overview:	This subject inspires senior marketers and executives to design and implement successful internet marketing strategies for their organizations. This program uses a collaborative learning environment to teach participants how to: # develop Search Engine Optomisation (SEO) strategies in order to obtain superior search engine results # develop an effective online communications plan; # analyze and make sense of web statistics; # maximize the effectiveness of 'adwords', and; # build and manage a successful social media campaign.
Objectives:	On successful completion of this program, students should be able to: # analyse problems associated with corporate internet integration and be capable of generating appropriate solutions; # conceptualise and implement internet marketing campaigns; # understand the concept of web analytics and be able to interpret key statistics; # understand how web analytics may be used to guide internet strategy;

	# understand the potential of social media to marketers.
Assessment:	1500 word case study of an on-line marketing proposal (60%) due four weeks after the subject is completed 1000 word critique of an existing on-line case study (40%) due two weeks after the subject is completed
Prescribed Texts:	Nil
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
Generic Skills:	# Know how to develop an IT strategies to solve problems # Know how to develop an effective on-line communication plan. # Know what questions to ask IT specialists # Critical analytical and thinking and problem solving skills
Links to further information:	http://fbe.unimelb.edu.au/execed/open_programs/internet_marketing_and_social_media
Related Course(s):	Specialist Certificate in Strategic Marketing