

## MKTG90017 Internet Marketing

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2014.
<b>Time Commitment:</b>	Contact Hours: One 3-hour seminar per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Contact:</b>	<b><a href="mailto:bcoker@unimelb.edu.au">bcoker@unimelb.edu.au</a> (mailto:bcoker@unimelb.edu.au)</b>
<b>Subject Overview:</b>	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, start-up opportunities, and Internet advertising.
<b>Learning Outcomes:</b>	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> <li># Develop and implement an SEO program</li> <li># Understand the basic technologies underlying the internet</li> <li># Integrate offline with online marketing strategies</li> <li># Critique website functionality and design</li> <li># Discuss global e-marketing issues</li> <li># Understand the role of online communities and how to apply them in the context of an e-business solution</li> </ul>
<b>Assessment:</b>	2 hour end-of-semester examination (50%); 5000 word group assignment due in week 10 (40%); and 15 min group case presentation followed by 10 minute Q&A from the audience, allocated between week 3-11 (10%).
<b>Prescribed Texts:</b>	You will be advised of prescribed texts by your lecturer.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>

<b>Generic Skills:</b>	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> <li># 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;</li> <li># 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;</li> <li># Oral communication, which should be enhanced through the seminar program;</li> <li># Written communication, which should be developed through two case-study assignments.</li> </ul>
<b>Related Course(s):</b>	<p>Graduate Certificate in Communication and Customer Strategy  Master of Accounting  Master of Business and Information Technology  Master of Commerce (Management)  Master of Commerce (Marketing)  Master of Information Systems  Master of Information Systems  Master of Information Systems  Master of Management (Marketing)  Master of Management (Marketing)</p>