

MKTG90019 Digital Marketing

Credit Points:	6.25
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, 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 85 hours research, reading, writing and general study to complete this subject successfully.
Prerequisites:	To enrol in this subject, you must be admitted in the Specialist Certificate in Strategic Marketing, Specialist Certificate in Operations Management or be enrolled in the Single Subject Study. This subject is not available for students admitted in any other courses.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Commonwealth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Overview, Objectives, 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 the Disability Liaison Unit: http://www.services.unimelb.edu.au/disability/
Contact:	Program Coordinator - Ms Julie Bourke Phone - 9810 3154 Email - execed@commercial.unimelb.edu.au (mailto:execed@commercial.unimelb.edu.au)
Subject Overview:	Marketing has undergone a dramatic transformation with the emergence of social networks and internet mobilization. In this two-day workshop you'll learn how to engage customers and increase ROI across paid, owned & earned media. This subject is designed for: <ul style="list-style-type: none"> # Marketers who have some experience in digital but would like to further develop their skills; # Marketers who are new to digital marketing and would like to understand the opportunities; and # Business people who need to understand how to leverage digital across a variety of channels.
Learning Outcomes:	On successful completion of this program, students should be able to: <ul style="list-style-type: none"> # 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:	2500 word essay (100%) due four 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:	<ul style="list-style-type: none"># 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