

MKTG30009 Internet Marketing

Credit Points:	12.5
Level:	3 (Undergraduate)
Dates & Locations:	2016, 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:	<u>MKTG10001 Principles of Marketing (../view/current/MKTG10001)</u>
Corequisites:	None
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	None
Core Participation Requirements:	<p><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><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: http://services.unimelb.edu.au/disability</p></p> </p>
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Subject Overview:	This course introduces and demonstrates how marketing theory and practice is used on the internet. Particular attention is given to techniques unique to the world wide web environment, and practice enhanced by the social networked nature of the internet. The focus of this course covers online consumer behaviour, internet strategy (including business models), internet marketing communications, and analytics.
Learning Outcomes:	<p>On successful completion of this subject a student should be able to</p> <ul style="list-style-type: none"> # Explain internet marketing, and describe the nature and function of how the internet works # Demonstrate skill in recommending and implementing internet marketing strategies # Identify current trends in Internet marketing and e-commerce # Critique website functionality and design # Explain how technology changes traditional marketing communication # Understand the operation and monetization strategies of business models designed specifically for the internet and mobile # Know how to collect and analyse data collected from the internet to guide marketing strategy # Understand paid and organic search marketing practice, and be able to implement Search Engine Marketing (SEM) techniques
Assessment:	A 2-hour end of semester examination (40%) A group analytics assignment totalling not more than 1000 words due between week 6 and 8 (20%) A group assignment totalling not more than

	3000 words due between week 10 and 12 (30%) Tutorial participation throughout the semester (10%)
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2016/B-ARTS) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2016/B-BMED) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2016/B-ENVS) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2016/B-MUS) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2016/B-SCI) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2016/B-ENG) <p>You should visit learn more about breadth subjects (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"> # Collect and interpret analytical data # Work and collaborate in a team # Written communication skills # Apply theoretical frameworks to practical settings