

MKTG90017 Internet Marketing

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	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
Prerequisites:	None
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 (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/
Coordinator:	Dr Brent Coker
Contact:	Email: bcoker@unimelb.edu.au (mailto:bcoker@unimelb.edu.au)
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. Topics include: internet business models, online consumer behaviour, the nature of social interaction and its effect on marketing, analytics, web design, and Search Engine Marketing.
Learning Outcomes:	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # Understand the basic technologies creating the world wide web; # Implement effective Search Engine Marketing techniques; # Be able to conceptualise and evaluate internet and mobile business models; # Critique website and landing page functionality and design; # Discuss current global e-marketing issues, including internet business model design; and # Understand the role of online communities and the effect of digital social.
Assessment:	2 hour examination. End-of-semester (50%); 4000 word group assignment. Due towards the end of semester (30%); Peer assessment. Due in week 12. (10%); and 15 min group presentation. Allocated between week 3-11 (10%).
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
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:	<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, which should be fostered through the application of conceptual frameworks presented in lectures; # 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; # Oral communication, which should be enhanced through the seminar program; and # Written communication, which should be developed through the assessment.
Related Course(s):	Graduate Certificate in Communication and Customer Strategy Master of Information Systems Master of Information Systems Master of Information Systems Master of Management (Marketing) Master of Management (Marketing)
Related Majors/Minors/ Specialisations:	150 Point Master of Management (Marketing) MIS Professional Specialisation MIS Research Specialisation Master of International Business electives