

MKTG 3019 MARKETING AND DIGITAL COMMUNICATIONS

Credit Points 10

Legacy Code 201086

Coordinator Michael Lwin ([https://directory.westernsydney.edu.au/search/name/Michael Lwin/](https://directory.westernsydney.edu.au/search/name/Michael%20Lwin/))

Description The evolving role of digital technologies and digital media has changed how marketers effectively manage a communication campaign in the digital age. This unit offers insights into marketing communication strategies that can effectively reach tech savvy audiences. The principles taught in this unit will provide a strong understanding of the communication process and help utilise the marketing communications mix (advertising, sales promotions, personal selling, sponsorship marketing, public relations, and direct marketing) more effectively. Students completing this unit will be able to build and manage marketing and digital communication campaigns.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 1006

Equivalent Subjects MKTG 2006 - Marketing Communications

Assumed Knowledge

Students should have foundation knowledge in marketing principles and customer experience.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply the marketing communication principles to develop a campaign that reach and engage with customers.
2. Provide a critical analysis of advertisements and recommend strategies to improve the effectiveness.
3. Evaluate the effectiveness of digital media, traditional media, and non-traditional media.
4. Analyse campaign metrics to measure the campaign's success.
5. Communicate clearly and concisely (concepts, analyses and recommendations) in a range of formats and following academic integrity.

Subject Content

1. Overview of the marketing communication process
2. Communication frameworks and theories
3. Segmentation and targeting strategies
4. Application of new technologies in a communication campaign
5. Effectiveness of digital media, traditional media, and non-traditional media
6. Analytics and metrics to measure the success of the campaign

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Portfolio	2000 words equivalency	50	N	Individual
Report	2000 words equivalency	30	N	Group
Quiz	1 hour	20	N	Individual

Prescribed Texts

- Chitty, W, Luck, E, Barker, N & Valos, M, Integrated marketing communications, 4th Asia Pacific edn, Cengage Learning Australia. [Or latest edition]

Teaching Periods

Spring Campbelltown Day

Subject Contact Michael Lwin ([https://directory.westernsydney.edu.au/search/name/Michael Lwin/](https://directory.westernsydney.edu.au/search/name/Michael%20Lwin/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3019_22-SPR_CA_D#subjects)

Online Online

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3019_22-SPR_ON_O#subjects)

Parramatta City - Macquarie St Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3019_22-SPR_PC_D#subjects)

Evening

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3019_22-SPR_PC_E#subjects)