

MKTG 7034 DIGITAL MARKETING

Credit Points 10

Legacy Code 201026

Coordinator Michael Lwin (<https://directory.westernsydney.edu.au/search/name/Michael Lwin/>)

Description In the last decade or so, marketing has moved from traditional practice to the digital realm where technology now drives many decisions in marketing strategy. It is now even more important that all types of organisations are able to deliver the right message, to the right people, at the right time. Digital marketing is often closely linked to the internet as the primary channel of contact and where success is measured via mobile and social media marketing. This unit will teach students the principles of digital marketing so they understand the key frameworks of digital marketing technology and are able to apply marketing strategies to target tech savvy consumers.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects BUSM 7089 - Strategic Marketing for Managers

Restrictions

Students must be enrolled in a postgraduate program.

Assumed Knowledge

An understanding of marketing theory and relevant principles is assumed.

Learning Outcomes

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

1. Analyse the digital marketing theoretical framework
2. Evaluate digital consumer behaviour within the context of marketing strategy
3. Apply discipline knowledge to create a digital marketing campaign
4. Demonstrate the ability to track and evaluate a campaign
5. Analyse digital transparency, data governance and policy

Subject Content

1. An overview of the digital marketing landscape
2. Consumer behaviour in a technology driven environment
3. Investigate digital platforms and marketing channels
4. Design a digital marketing strategy
5. Evaluate digital analytics and metrics to make business decisions
6. Digital transparency, data governance and policy

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	3,000 words equivalency	50	N	Individual
Report	2,000 words equivalency	30	N	Group
Applied Project	1,000 words equivalency	20	N	Individual

Teaching Periods

Quarter 2

Parramatta City - Macquarie St

Evening

Subject Contact Michael Lwin (<https://directory.westernsydney.edu.au/search/name/Michael Lwin/>)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7034_22-Q2_PC_E#subjects)

UEH Quarter 2

Vietnam

Day

Subject Contact Michael Lwin (<https://directory.westernsydney.edu.au/search/name/Michael Lwin/>)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7034_22-UQ2_UE_D#subjects)

Quarter 4

Parramatta City - Macquarie St

Evening

Subject Contact Michael Lwin (<https://directory.westernsydney.edu.au/search/name/Michael Lwin/>)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7034_22-Q4_PC_E#subjects)

UEH Quarter 4

Vietnam

Day

Subject Contact Michael Lwin (<https://directory.westernsydney.edu.au/search/name/Michael Lwin/>)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7034_22-UQ4_UE_D#subjects)