

# 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 subject 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

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**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.

Type	Length	Percent	Threshold	Individual/ Group	Mandatory Task
Portfolio	3,000 words equivalency	50	N	Individual	Y
Report	2,000 words equivalency	30	N	Group	Y
Applied Project	1,000 words equivalency	20	N	Individual	Y

Teaching Periods

### Quarter 4 (2024)

#### Parramatta City - Macquarie St

**On-site**

**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\\_24-Q4\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7034_24-Q4_PC_1#subjects))

### Quarter 2 (2025)

#### Parramatta City - Macquarie St

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG7034\\_25-Q2\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7034_25-Q2_PC_1#subjects))

### Quarter 4 (2025)

#### Parramatta City - Macquarie St

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG7034\\_25-Q4\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7034_25-Q4_PC_1#subjects))

### Vietnam Quarter 4 (2025)

#### Vietnam

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG7034\\_25-UQ4\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7034_25-UQ4_UE_1#subjects))