

Unit Outline (Higher Education)

Institute / School: Institute of Health and Wellbeing

Unit Title: DIGITAL MEDIA MARKETING

Unit ID: ISMAN2005

Credit Points: 15.00

Prerequisite(s): (ISMAN1005)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED: 080505

Description of the Unit:

This unit focuses on the digital marketing environment for global sport (international and national federations and the professional sport sector). This unit aims to provide students with the knowledge and skills to develop a creative and engaging digital marketing campaign for sport informed by key theories and practices. It explores aspects of new digital marketing environment including digital marketing analytics, search engine optimisation, social media marketing and the capabilities of new digital technology. This unit will enable students to develop transferable skills that will prove invaluable for international and national sport federations that rely on digital communication and are undergoing frequent technological innovation.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Define and explain the theories and principles of digital media marketing for the global sport environment.
- K2.** Identify and explain marketing communication strategies and digital technologies to develop a digital marketing campaign.
- K3.** Recognise and discuss the ethical and social implications associated with digital media marketing.

Skills:

- S1.** Research and analyse the profiles of consumers of sport and appropriate digital channels to engage target markets.
- S2.** Identify and interpret digital analytics to inform marketing strategies and social media channels.
- S3.** Research and evaluate information to plan and develop a digital marketing campaign with creative and engaging digital content.

Application of knowledge and skills:

- A1.** Develop and design a digital media campaign to engage sport consumers.
- A2.** Apply marketing theory and principles to develop and manage creative and engaging digital marketing content.

Unit Content:

Topics may include:

- Digital marketing for global sport environment
- Understanding the digital marketing consumers
- Digital marketing tools: current and new technologies
- Digital marketing analytics to inform marketing strategies
- Digital media and marketing principles
- Digital media and marketing strategies
- Digital media marketing campaign: planning process
- Creating engaging digital media marketing content

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, K3, S1, S2	Critically analyse and review the digital media marketing practices for the global sport environment.	Case study	20-40%
K1, K3, S1, S2, S3, A2	Complete a digital media marketing situational analysis.	Report	20-40%
K1, K2, K3, S1, S2, S3, A1, A2	Prepare a digital media marketing campaign proposal to engage sport consumers.	Proposal	30-50%

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)