

School / Faculty: Federation Business School

Course Title: EMARKETING

Course ID: BUMKT1503

Credit Points: 15.00

Prerequisite(s): (BUMKT1501 or JM501)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080505

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	✓	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Outline electronic/digital marketing in the context of the electronic marketing environment.
- K2.** Recognise the changing role of marketing caused by the Internet and World Wide Web.
- K3.** Describe the strategic issues involved in developing an electronic marketing mix.
- K4.** Define the fundamentals of electronic/digital marketing, including terminology and platforms used
- K5.** Compare the digital/social media marketing tools and techniques currently available

Skills:

- S1.** Analyse the way in which digital marketing has changed the marketing mix elements and how organisations benefit from and integrate these elements in the digital environment
- S2.** Investigate a given topic area by conducting internet research, then interpret data and information to solve Internet marketing problems
- S3.** Examine, analyse and evaluate marketing issues in a convergent media environment by drawing on scholarly research as well as current business practice
- S4.** Transfer knowledge and ideas to others to demonstrate understanding of digital marketing
- S5.** Design materials, using a range of digital platforms, to add to a body of knowledge and transfer that knowledge to others

Course Outline (Higher Education)

BUMKT1503 EMARKETING

Application of knowledge and skills:

- A1.** Use personal responsibility and autonomy in using a range of web based tools and applications
- A2.** Organise the work of self and/or others with initiative and judgement in producing quality work that adds to the body of eMarketing knowledge and contributes to the whole
- A3.** Present the results of an integrated eMarketing project using a range of digital media platforms

Course Content:

Topics may include:

- eMarketing Concepts and terminology
- eMarketing strategy
- Web Development
- Writing for the Web
- Mobile development
- Advertising and affiliate marketing
- Search engine marketing and optimisation
- New media and the brand
- Web Public relations
- Contemporary developments in eMarketing

Values and Graduate Attributes:

Values:

- V1.** Appreciate one's own social identity and the significance of electronic marketing in day-to-day living
- V2.** Appreciate of how one's own attitudes, beliefs and self-awareness impact on others
- V3.** Develop a love of learning

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Course Outline (Higher Education)

BUMKT1503 EMARKETING

Attribute	Brief Description	Focus
Knowledge, skills and competence	Regular individual participation via online discussion will reinforce the need to broaden and deepen their involvement with the course material and to relate this material to current developments in eMarketing	Medium
Critical, creative and enquiring learners	Experimenting and researching a variety of digital platforms and using those platforms to communicate with others will allow the student to gain assurance of their knowledge and skills	Medium
Capable, flexible and work ready	Contributing to online discussions and/or group work reinforces the importance of contributing to and collaborating with a diverse cohort	Low
Responsible, ethical and engaged citizens	In-class and on-line discussions reinforces the need for eMarketing to contribute to society by adhering to ethical practices regarding content and application of a digital strategy	Low

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1,K2,K5 S2,S3,S4 A1,A2	Online discussion (for example: forum or blog) based exercises related to course material and current developments in eMarketing	Individual online discourse contributing to eMarketing body of knowledge	20-40%
K1,K2,K3,K4,K5 S1,S2,S3,S5 A1,A2,A3	Project worked involving different interlinked media to develop and analyse a current topic area in eMarketing	Individual or Group based Transmedia Project	30-40%
K1,K2,K3 S1,S2 A1	Analyse and evaluate e-Marketing problems and recommend a solution	Exam	20-50%

Adopted Reference Style:

APA