

School / Faculty: Federation Business School

Course Title: MOBILE MARKETING

Course ID: BUMKT2605

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080599

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.** Demonstrate a broad knowledge in a range of contexts relating to the theory of mobile marketing providing a basis for continuing learning in this field.
- K2.** Demonstrate a broad knowledge in a range of contexts relating to the practice of mobile marketing.
- K3.** State the major barriers to the uptake of mobile marketing in business
- K4.** Describe the types of mobile marketing available to business
- K5.** Recognise the ethical and social implications surrounding mobile marketing

Skills:

- S1.** Analyse mobile marketing campaigns
- S2.** Draw on scholarly research, as well as current business practice, to examine, analyse and evaluate marketing issues in a convergent media environment
- S3.** Use mobile marketing tools to engage target consumer groups

Application of knowledge and skills:

- A1.** Demonstrate creativity in finding solutions to mobile marketing problems.

Course Outline (Higher Education)

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- A2.** Research and adapt their knowledge and skills within in the changing mobile marketing environment.
- A3.** Communicate the concepts and processes of social media marketing clearly and effectively within business organisations

Course Content:

Topics may include:

- Introduction to Mobile Marketing
 - An introduction to mobile marketing and its relationship within a digital marketing strategy
 - Terminology
 - Devices and connectivity issues
- Mobile consumer research theories
- The user experience, platforms and applications
- Mobile engagement - implementation and execution of mobile multi-channel engagement
- Value propositions - the mobile difference
- Advertising and social media
 - Paid search
- Location based marketing
- mCommerce
- Mobile analytics and ROI
- Mobile B2B
- Personalisation - personalisation/targeting, individual-based data and social data
- Characteristics of successful mobile marketing campaigns - measurability, customer insights, innovation

Values and Graduate Attributes:

Course Outline (Higher Education)

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Values:

- V1. Appreciate the social and ethical implications of using mobile marketing in business
- V2. Appreciate the potential for change in business paradigms that mobile marketing will impart

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.

Attribute	Brief Description	Focus
Knowledge, skills and competence	This course will encourage students to regularly update their knowledge in this field	High
Critical, creative and enquiring learners	The course will be conducted in a blended learning mode with a high expectation that students are self-reliant and self-directed	High
Capable, flexible and work ready	Students will be assessed on their contribution to online forums, encouraging a high level of engagement	Medium
Responsible, ethical and engaged citizens	Acceptable ethical behaviour is an important component of mobile marketing and students will discuss and debate the ethical implications of a number of scenarios	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K2, K4 S2, S3 A1, A2, A3	Use a range of mobile media applications to raise awareness for a real (or simulated) marketing problem	Virtual presentation	20-40%
K1, K2 S2, S3 A2, A3	Review and reflect on course material	Written and/or multi media report	20-40%
K2, K3, K4, K5 S1, S2, S3 A1, A2, A3	Analyse and evaluate social media marketing problems and recommend a solution	Exam	30-50%

Adopted Reference Style:

APA