MKTG 3024 APPLIED DIGITAL MARKETING

Credit Points 10

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

Description The subject focuses on the practical application of digital marketing strategies in real-world contexts. Students will work on hands-on projects using the latest tools and platforms to plan, execute, and evaluate integrated digital marketing campaigns. Emphasis is placed on data-driven decision-making, audience targeting, campaign optimisation, and the use of digital channels such as social media, search, email, and content marketing. Students completing the subject will be able to develop and manage end-to-end digital marketing strategies that respond to real business challenges and consumer behaviours.

School Business

Discipline Marketing

Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 1014

Equivalent Subjects MKTG 3019 and MKTG 2006

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Apply communication frameworks to develop a campaign brief
2. Develop a digital marketing campaign
3. Evaluate and optimise a digital marketing campaign
4. Analyse campaign metrics to measure campaign success
5. Engaging and persuasive communication skills to meet a client brief
6. Work together using teamwork skills to coproduce a report addressing digital marking

Subject Content

1. What is digital marketing?
2. AdTech and new technologies in advertising
3. Persuasion and communication frameworks
4. Digital marketing campaign plan
5. Digital media
6. Social media advertising
7. Google ads, email, and mobile advertising
8. E-sport advertising, influencer marketing, robotic marketing
9. Automation, optimisation, AEO, analytics
10. Campaign management tools

Special Requirements

Essential equipment

A computer and internet access