

# DIGITAL MARKETING

## UNIT FEATURES

**Unit Code: OB509**

**12 Seminars**

**36 Hours Duration**

**Intermediate Skill Level**

**100% Online; Study Abroad**

**English Language**

**Optional Assessments**

**B504 Prerequisites**

This unit exposes students to a broad overview of digital marketing elements and explores strategies in social communication as it relates to brand building, customer acquisition, and business growth. Student also explore contemporary issues surrounding marketing analytics, ethics and digital privacy laws as they relate to digital marketing-communication activities. The latest digital trends, tools and techniques are touched upon as learners create a digital marketing plan that includes mapping a customer value journey for the creation of a digital marketing funnel. Linking marketing theory with practical business experience through case studies from cutting edge companies, the unit explores how companies can get the most out of digital media and technology to meet their marketing goals. Students also produce a digital marketing plan for a real-world client.

## LEARNING OUTCOMES

On successful completion of this unit students will be able to:

- 1 Apply best practices related to ethical marketing and data privacy.**
- 2 Analyse a brand's digital presence and digital marketing strategies.**
- 3 Design a customer value journey and a list building funnel for a brand, product or service.**
- 4 Create a digital marketing plan.**

## CERTIFICATION

The optional assessment tasks associated with this unit provide an opportunity for participants to consolidate their learning and to benchmark their understanding against the standard set by Chancellor Institute. Participants enrolled in this unit who successfully complete the optional assessments will qualify for a grade, academic transcript and certificate of completion for that unit.

For further details about the assessments, please contact our course advisors. Additional unit fees apply for students electing to undertake assessments. Participants who elect not to complete the optional assessments for this unit will receive a certificate of participation for the unit.

## TOPICS

- Ethics, privacy and legislation for digital marketing
- The Digital Marketing Environment
- The Digital Consumer
- Digital Marketing Audits
- Digital Marketing Strategy and Objectives
- Digital Marketing Planning
- Email, Websites, SEO and Paid Search
- Content Marketing
- Augmented, Virtual and Mixed Reality
- Social Media Marketing
- Mobile Marketing
- Managing Resources and Reporting
- Digital Marketing Metrics and Analytics
- Group presentations in-class – including Q&A and feedback

## ASSESSMENTS (OPTIONAL)

No.	Type	Week Due	Weighting (% of total marks for unit)
1	Ethics and Digital Privacy	4	30%
2	Digital Mar-Comms Strategy Audit	7	40%
3	Group— Digital Marketing Plan	12	30%

## UNIT FEES

Chancellor Institute charges fees on a per subject basis. To view a schedule of our current fees, please visit our website: <https://chancellor.education/fees/>



## CONTACT INFO

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