Tasmanian School of Business & Economics (TSBE) (School)

College of Business and Economics (College)

BMA610
DIGITAL AND SOCIAL MEDIA MARKETING

12.50 Credit points

Semester 1, 2019

Unit Outline

Marcus Bai
## Contact Details

### Unit Coordinator

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit coordinator:</td>
<td>Marcus Bai</td>
</tr>
<tr>
<td>Campus:</td>
<td>Sandy Bay (Hobart)</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Marcus.Bai@utas.edu.au">Marcus.Bai@utas.edu.au</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>0413 747 594 (Mobile)</td>
</tr>
<tr>
<td>Room location and number:</td>
<td>Room 150, Maths Building</td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By appointment</td>
</tr>
</tbody>
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WHAT IS THE UNIT ABOUT?

Unit description

The increasing use of the Internet and other digital media by both business and consumers is having a significant effect on business globally. For consumers, information and communication technologies (ICT) provide more information, convenience, and a wider range of, and access to, product choices. For businesses, ICT provides new channels to market their products, new ways to build and establish value-creating relationships with their customers, as well as opportunities to expand into new markets. However, reaching, acquiring and establishing long-term relationships with customers require different approaches in a business to business (B2B) than a business to consumers (B2C) space. It is the case for digital and direct marketing as well; while the tools are the same, how B2B marketers apply the tools is different.

The focus of this unit is on developing your knowledge of digital and direct marketing as a strategic element of the B2B marketing mix. It will develop your knowledge of key concepts, principles, and models needed to strategically manage digital and direct marketing in a B2B marketing context. The unit will develop your knowledge of when and how to use the various methods of digital and direct marketing at different stages of marketing strategy. The unit will develop your knowledge and ability to creatively plan, effectively implement, and critically evaluate the performance of different digital and direct marketing strategies.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. Explain the key concepts and analyse and evaluate the methods of digital and direct marketing as applied to a B2B context.
2. Analyse and evaluate a company’s current digital and direct marketing strategy.
3. Design and evaluate a digital and direct marketing plan considering cultural values.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

As a results of student feedback, more time has been given to real world examples.

Prior knowledge &/or skills

Nil
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Task 1: Digital Business Case Analysis</td>
<td>Week 6</td>
<td>20%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Assessment Task 2: Digital Business Presentation</td>
<td>Week 7-9</td>
<td>30%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Assessment Task 3: E-Business and Marketing Plan</td>
<td>Week 13</td>
<td>50%</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

Assessment details

**Assessment Task 1: Digital Business Case Analysis**

**Task Description**

The digital business case analysis is a group assessment. The case analysis will assess students’ ability to analyse a relevant and contemporary digital business case, marshal their thoughts and ideas and communicate them via a written document. The aim of case study analysis is to apply theory to solve the digital business case and answer the case problems (or questions where applicable). The digital business case will be selected from a series of startups that had recently secured series A funding from venture capitals. The analysis should focus on critically analysing the business model, assessing its unique value proposition, revenue model and evaluating its market potential. Students are required to support their analysis, interpretations, recommendations, arguments, and conclusions with appropriate referencing to academic literature. At least three (3) peer-reviewed journal articles should be used in the solution/answers. Coursework from other universities or from non-academic websites, e.g. Wikipedia, should not be used as references.

Students are required to choose their group members and the week in which they wish to present (for assessment 2) and inform the lecturer of their choice through email by the end of week 3.

Each member of the group will also be required to submit a separate report (maximum 200 words) outlining their individual contributions to this group work. Failure to do so may result in your individual results for this assessment to be marked down by 70% compared to your other group members, or in rare cases, you may even receive “0” mark for not contributing to your group.
The assignment submission will contain a written word document of maximum 2500 words ± 10% (excluding references) to be uploaded to the ‘Dropbox’ in MyLO, along with each group member’s summary of contributions in a separate word document.

To make sure one group does not choose the same business model as another group, please use the discussion board on MyLO (Digital Business Presentations). Write the name of your chosen business in the Thread title. Make sure the business model you choose isn’t already taken by another group.

Please do not include an “Executive summary” in the digital case study analysis.

Detailed assignment and submission instructions are available on MyLO. It is not necessary that all group members present to the class; rather, only one of the group members can present.

Please do not include an “Executive summary” in the case study analysis.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Identify and analyse the key/major issues in Electronic Marketing Strategy.</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>2</td>
<td>Recommend solutions to the identified issues related to Electronic Marketing Strategy.</td>
<td>LO2, LO3</td>
</tr>
<tr>
<td>3</td>
<td>Apply relevant E-marketing theory to the recommended solutions.</td>
<td>LO2, LO3</td>
</tr>
<tr>
<td>4</td>
<td>Apply relevant theories to the identification of issues and recommendation of solutions</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

**Task Length** 2500 words ± 10% (excluding references)

**Due by date** Friday, Week 6 17:00

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**Assessment Task 2: Digital Business Presentation**

The digital business presentation is a group assessment. The group members of each group will need to be consistent with the digital case analysis. Each group are required to present their findings from the first project- digital business case analysis. The presentations will take place in the workshops between Week 7 -9. Each week four groups will present their analysis (of the same case). The number of groups presenting each week may be modified depending on the number of students in the class. The oral presentation should make effective use of visuals (e.g., power point). Please plan for a 15-minute presentation, followed by 5 – 10 minutes of questions from the audience.

The assignment submission will contain two files to be uploaded to the ‘Dropbox’ in MyLO:
1. A powerpoint that will be used in the presentation
2. A word document contains team member names AND student IDs

It is not necessary that all group members present to the class; rather, only one of the group members can present. However, be mindful that answering questions is part of marking criteria, therefore ideally all members of the group should be present in order to address any potential questions from the audiences after the presentation.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Identify and analyse the key/major issues.</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>2</td>
<td>Generate and evaluate alternative solutions to the issue.</td>
<td>LO2, LO3</td>
</tr>
<tr>
<td>3</td>
<td>Recommend which solutions to implement.</td>
<td>LO2, LO3</td>
</tr>
</tbody>
</table>

| Task Length       | A PowerPoint file (maximum 12 slides) + 10 minutes presentation + 5 minutes Q&A + a written word document of maximum 500 words (± 10% excluding references and PowerPoint slides) |
| Due by date       | Week 7 to Week 9                                          |

**Assessment Task 3: E-Business and Marketing Plan**

**Task Description**

The E-business plan and implementation is an individual assessment. This assignment is to develop a digital business and marketing plan for a new business that utilizes digital means as part of its core business model. This could include a website or mobile app, or a business operates on a third party commercial website (Alibaba, Taobao, Tmall, Amazon etc) or an internet specific business model. You must propose the new business model.

The students are encouraged to think beyond a simple ecommerce website that “sells something”, and think about a creative, realistic and compelling competitive advantage meeting a gap in the market. For example, if the students are proposing a consumer good retail model (e.g. a website that sells apparel), then I will expect a detailed description of your channel structure and how you intend to achieve competitive advantage through a superior supply and/or distribution system (or other advantage). The business model could be either focusing on the B2B or the B2C market.

The students should apply relevant concepts, theories, principles, models, and frameworks to conduct an analysis of the organisations’ current digital strategy in order to identify any problems and issues.

To do this task, students will use what they have learned throughout the semester (from the textbooks, lecture slides, workshops, and other learning resources) and integrate them with their existing knowledge of business and marketing to devise a digital business and
marketing plan. In this digital plan, students will make sound managerial recommendations as to how to refine the current plan, or propose an entirely revamped plan. The document should also detail how to implement the recommended digital marketing plan and how to monitor its outcomes.

Students are required to support their analysis, interpretations, recommendations, arguments, and conclusions with appropriate referencing to academic literature. At least five (5) peer-reviewed journal articles should be used in the solution/answers. Coursework from other universities or from non-academic websites, e.g. Wikipedia, should not be used as references.

The assignment submission will contain a written word document of maximum 3000 words ± 10% (excluding references).

Please include an “Executive summary” in the E-business and Marketing plan.

Detailed assignment and submission instructions are available on MyLO.

The assignment submission will contain a written word document of maximum 3000 words ± 10% (excluding references).

Please do not include an “Executive summary” in the case study analysis.

Detailed assignment and submission instructions are available on MyLO.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Situation analysis.</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>2</td>
<td>Objective setting.</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>3</td>
<td>Strategy development.</td>
<td>LO2, LO3</td>
</tr>
<tr>
<td>4</td>
<td>Tactics and Actions.</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>5</td>
<td>Industry Analysis</td>
<td>LO2, LO3</td>
</tr>
<tr>
<td>6</td>
<td>Marketing Strategy</td>
<td>LO2, LO3</td>
</tr>
</tbody>
</table>

**Task Length**: 3000 words ± 10% (excluding references)

**Due by date**: Wednesday, week 13, 17:00
How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

Requests for extensions

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
(b) ‘late’ means after the due date and time; and
(c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Academic referencing

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.
Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

**Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else’s thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student’s work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else’s work as one’s own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

**Academic misconduct**

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

- seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

- improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website.

If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

You will need the following texts [available from the Co-op Bookshop]:


Recommended readings


**Reading Lists**

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the [Reading Lists page](#) on the University Library website.

**Other Required Resources**

In addition to the texts/software recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, you are encouraged to review regularly the relevant papers that are published in:

- Journal of Marketing
- Journal of the Academy of Marketing Science
- Industrial Marketing Management
- Journal of Electronic Commerce Research
- Electronic Markets
- Management Information Systems Quarterly
- Decision Support Systems
- Information and Management
- Journal of Business Research
- Journal of Interactive Marketing
- International Journal of Electronic Business Management
- Internet Research
Activities

Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

**Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.**

Details of teaching arrangements

A series of 13 weeks of teaching are scheduled for this unit, held weekly throughout the semester.

The Seminars will cover the relevant concepts, principles, frameworks, and models of digital marketing as scheduled for the respective week's study plan. Each Seminar takes three hours.

The first part of the seminar will take two hours. This session will start with a brief review of the lecture slides put on MyLO in advance, accompanied by any questions students may have about the lecture slides. The session will proceed to case study presentations and discussions by students. The cases are sourced from the end of the chapters in the prescribed textbook (Chaffey & Ellis-Chadwick, 2012). The cases will be allocated by the lecturer and announced on MyLO. Students are required to have reviewed the lecture sides as well as the cases prior to coming to the class, and are expected to attend the classes well-prepared.

The second part of each seminar will take up to one hour. This session encompasses doing some exercises/activities sourced from the chapters in the prescribed textbook, followed by a case study analysis. The cases will be specified by the lecturer and announced on MyLO. Students are required to have reviewed the cases prior to coming to the class and attend the classes well-prepared. In some weeks, depending on the topic of the week, some other online activities (e.g., HTML, Google Analytics, etc.) will be done in the workshop.
Specific attendance/performance requirements

In this unit, your active engagement will be monitored in the following way:

1. Completion of workshop programs
2. Active participation in the workshop presentations.

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

Teaching and learning strategies

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

During the first four weeks of this semester, your participation and engagement in this unit will be monitored. If you do not demonstrate evidence of having engaged actively with this unit by Week 4 of the semester, your enrolment may be cancelled or you may be withdrawn from the unit.

Work Health and Safety (WHS)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s Work Health and Safety website and policy.
Communication

TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

WHEN YOU HAVE A QUESTION

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

Concerns and complaints

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/ FURTHER INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>4 March</td>
<td>Online Strategies</td>
<td>Workshop Discussion: How the new ecommerce law in China has affected the relevant industries and businesses in China and Australia. Case Study</td>
<td>Available from MyLO “Week 2 Readings” folder</td>
</tr>
<tr>
<td>4</td>
<td>18 March</td>
<td>Social Media Marketing</td>
<td>Case Study: Kraft Mac &amp; Cheese</td>
<td>E-Marketing: Textbook Chapter 16 &amp; 17</td>
</tr>
<tr>
<td>5</td>
<td>25 March</td>
<td>Viral Advertising and Word of Mouth Part I</td>
<td>Viral Marketing Project</td>
<td>Going Viral: Chapter 2 &amp; 3</td>
</tr>
<tr>
<td>6</td>
<td>1 April</td>
<td>Viral Advertising and Word of Mouth Part II</td>
<td>Viral Marketing Project</td>
<td>Going Viral: Chapters: 4, 5, 6, 7, 8 &amp; 9.</td>
</tr>
<tr>
<td>7</td>
<td>8 April</td>
<td>Search Engine Optimisation and Marketing</td>
<td>Case Study: Lloyds Pharmacy Online Doctor</td>
<td>E-Marketing: Textbook Chapter 8</td>
</tr>
<tr>
<td>8a</td>
<td>15 April</td>
<td>Digital Business Presentation</td>
<td>Digital Business Presentation and Feedbacks</td>
<td>Available from MyLO “Week 8 Readings” folder</td>
</tr>
<tr>
<td>8b</td>
<td>25 April</td>
<td>Digital Business Presentation</td>
<td>Digital Business Presentation and Feedbacks</td>
<td>Available from MyLO “Week 8 Readings” folder</td>
</tr>
</tbody>
</table>

Mid-semester break 18 April to 24 April (inclusive)
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Case Studies/Readings</th>
<th>References</th>
</tr>
</thead>
</table>
| 9    | 29 April   | Conversion Optimisation, Metrics and Analytics                       | Case Study: Tinkoff Bank  
Case Study: eFinancial Careers                                                   | E-Marketing: Textbook Chapter 20 & 21                                             |
| 10   | 6 May      | Direct Marketing: E-mail and Mobile                                   | Case Study: Fjordland’s 2015 Christmas Campaign                                        | E-Marketing: Textbook Chapter 18    |
| 11   | 13 May     | The New Retailing and Omni Channel Marketing                         | Workshop Discussion: Alibaba and Amazon.                                             | Available from MyLO “Week 11 Readings” folder |
| 12   | 20 May     | Self-Directed Learning                                                | Digital Projects Review                                                                 | Available from MyLO “Week 12 Readings” folder |
| 13   | 27 May     | Course Revision                                                       | Digital Projects Review                                                                 | Available from MyLO “Week 13 Readings” folder |

Exam Period 8 – 25 June (inclusive)
ACCREDITATION

AACSB Accreditation

The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.