

Subject Description Form

Subject Code	COMP 5331
Subject Title	Web Advertising and Web Publishing
Credit Value	3
Level	5
Pre-requisite/ Exclusion	Nil
Objectives	This subject explores the emerging and revolutionizing role of the WWW for marketing practice. A number of techniques of advertising over the Internet are introduced. Students will explore the potential of advertising through the Web technologies such as blog marketing, social media marketing and advertising, search engine advertising, search engine optimization, email marketing, usability test and web site measurement. After completing this module, students will be able to develop an Internet marketing plan integrated with social media tools and search engine for advertising on the Internet.
Intended Learning Outcomes	After completing this subject, students should be able to: <ul style="list-style-type: none"> a) understand web technology and its various applications in e-commerce; b) apply the relevant techniques for web-based business including advertisement and publication; c) integrate social media advertising tools into marketing communication mix; d) plan and execute search engine advertising and optimization to develop business for SMEs and corporations; e) know the future direction and trend in relation to web advertising technology and its applications; and f) master web advertising with social medial tools and search engine marketing in real world.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> • Web Advertising The Internet and WWW tools for media production, emerging marketing and advertising models, electronic marketing strategy, benchmarking and performance measures, future trends, case studies and e-commerce portals, legal and ethical aspects of Internet advertising. • Social Media Advertising Social media tools including YouTube, Twitter and Facebook will be discussed in depth including strategies, implementation and measurement. • Search Engine Advertising Understand mechanism on Pay Per Click (Sponsored Search) and Search Engine Optimization, Tactics in mastering Search Engine

	Advertising in Google AdWords and AdSense. <ul style="list-style-type: none"> • Electronic Publishing Technologies for electronic publishing, Internet entrepreneurs 																																						
Teaching/Learning Methodology	class activities including - lecture, tutorial, lab, workshop seminar where applicable There will be a mix of lectures, discussions and case study analysis. Recent articles in the area of information systems and e-commerce strategies will also be reviewed and discussed in lectures. Students will be given the flexibility to tailor the study material to their organization environment and pursue relevant case study.																																						
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1"> <thead> <tr> <th rowspan="2">Specific Assessment Methods/Tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th>f</th> </tr> </thead> <tbody> <tr> <td>Assignments, Tests & Projects</td> <td>55</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Final Examination</td> <td>45</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Specific Assessment Methods/Tasks	% weighting	Intended subject learning outcomes to be assessed						a	b	c	d	e	f	Assignments, Tests & Projects	55	✓	✓	✓	✓	✓	✓	Final Examination	45	✓	✓	✓	✓			Total	100						
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Student study effort expected	Class Contact: Class activities (lecture, tutorial, lab) 39 hours Other student study effort: Assignments, Quizzes, Projects, Exams 65 hours Total student study effort 104 hours																																						
Reading list and references	(1) Belch, G.E. and Belch, M.A. (2009), Advertising and Promotion : an Integrated Marketing Communications Perspective, New York, N.Y. : McGraw-Hill/Irwin, (2) Rayport, J.F and Jaworski, B.J.(2001), e-Commerce, McGraw (3) Advertising: An Inside Look At the Advertising Industry, Bendigo, Vic.; Classroom Video, 2002 (4) Ives, B. 2005), Business Blogs : A Practical Guide (5) Tyler, Mary E. and Ledford J.L. (2006), Google Analytics, Wiley Technology Pub.																																						