Subject Description Form

Subject Code	COMP 5331
Subject Title	Web Advertising and Web Publishing
Credit Value	3
Level	5
Pre-requisite/ Exclusion	Nil
Objectives	The objectives of the subject are to: • introduce a number of techniques of advertising over the Internet. • explore the potential of advertising through the Web technologies. • 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: a) show in-depth understanding of advanced web technology and its various applications in e-commerce; b) work with and apply advanced body of knowledge and techniques for web-based business including advertisement and publication in a broad range of state-of-the-art research and applications; c) analyze, integrate, and utilize various advanced 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) categorize, assess, and summarize 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 and develop creative solutions to address real world problems.
Subject Synopsis/ Indicative Syllabus	• **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. · **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

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						

Student study effort expected

Class Contact:	
Class activities (lecture, tutorial, lab)	39 hours
Other student study effort:	
Assignments, Quizzes, Projects, Exams	66 hours
Total student study effort	**105 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.