

Faculty of Higher Education

Subject Code	HOH601
Subject Name	Digital Marketing and Distribution
Credit points	6
Study Level	Year 2
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
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Subject Overview	This subject introduces students to one of the most powerful and yet unpredictable aspects of managing resorts and hotels, digital media. No longer content to passively consume marketing messages crafted by corporate marketing departments, guests now play an active role in shaping a properties' public image. User generated content via feedback and forums not only allow consumers to communicate directly with property management but also with other potential guests and the broader market. This subject investigates the growing sophistication of digital technologies which has also enabled online travel agents (booking platforms) to emerge as a prime distribution channel for room sales and the management implication of this.
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Learning Outcomes	Analyse the differences between B2B, B2C and C2C digital marketing
	Interpret analytical data and metrics used to monitor and manage digital marketing and distribution channels.
	Determine functional requirements for digital design across a range devices.
	Apply design and decision making methodologies to develop innovative digital marketing strategies.
	Provide innovative solutions to complex problems through the application of digital marketing fundamentals

Assessments	Details	Weighting
	Individual presentation and blog posts	30%
	Case study report	40%
	Group website design	30%

Graduate Attributes addressed in this subject	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique knowledge
	Teamwork skills
	Communication skills