

Faculty of Higher Education

Subject Code	TOM619
Subject Name	Digital and Social Media in Tourism
Credit points	6
Study Level	Year 2
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Madelene McWha
MadeleneMc@angliss.edu.au

Subject Overview	Digital and social media in communication in tourism has seen rapid change and development. This subject looks beyond the screen to explore ideas of media and power, the dynamics of different operating environments and ownership of information and data. Students will explore how policy, infrastructure and demands affect trends and the implications of these in shaping tourism in the electronic environment. Key topics include the importance of media message and imagery in tourism; who generates and controls the messages & images (buying, earning, owning); the 'chatworthiness' of tourism and food experiences; purpose of digital media in tourism (marketing, disaster recovery, appealing to certain markets); trends including: Global-Local-Mobile and augmentation.
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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 analytical report	25%
	Case study report	40%
	Group campaign assessment.	35%

Graduate Attributes addressed in this subject	Preparedness
	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique knowledge
	Teamwork skills
	Communication skills
	Personal attributes - Digital awareness