Interactive Marketing

About this area of study

Marketing officers promote a company's or client's sales of products or services. This can involve marketing existing products, developing new products to cater for consumer demand, or developing markets for new products or services. Interactive marketing integrates marketing and IT so that brands and their audience can communicate online and across all channels. It introduces innovative strategies to utilise internet applications for business communication and online marketing. Interactive thinking is important as this form of marketing is a conversation, not a one-time transaction. Examples of technologies that facilitate interactive marketing are customer databases, the Internet and search engine marketing. Graduates of interactive marketing will have skills in the area of Internet marketing and customer relationship management. Students will gain a sound understanding of how information and communications technologies may be used as an integral part of marketing communications in organisations.

Key skills that Interactive Marketing graduates demonstrate include

- very good understanding of information and communication technologies
- good analytical skills
- vision and drive
- very good communication skills
- organisational skills
- team work skills
- creativity

Courses offered by Deakin University include

- Bachelor of Commerce (Interactive Marketing major)
- Bachelor of Business Information Systems (Interactive Marketing major)

Labour market information

Grads online has information regarding graduate salaries and where graduates go after completing their course www.gradsonline.com.au

Job Outlook has information about the labour market outlook http://joboutlook.gov.au

Related occupations

- Advertising account executive
- Events coordinator
- Interviewer
- Project support officer
- Public relations officer

- Sales representative
- Technical sales representative
- Internet marketing specialist
- Marketing, publicity or in-house copywriting
- Communication advisor

An industry career profile, salary and other employment information can be obtained from the My Future website www.myfuture.edu.au

Descriptions of occupations can be found at The Job Guide www.jobguide.thegoodguides.com.au

Employers

MJH Group www.marketinganswers.com.au

Corporate Image www.cidesign.com.au

Hothouse www.hothouse.com.au

E-marketing www.emarketingservices.com.au

Cadbury Schweppes www.cadbury.com.au

Lion Nathan www.lion-nathan.com.au

Unilever www.unilever.com.au

Global Trenz Marketing www.globaltrendz.com.au

Taurus Marketing www.taurusmarketing.com.au

JMG Marketing (Aust) Pty Ltd www.jmg.com.au

ANZ www.anz.com.au

KPMG www.kpmg.com.au

Telstra www.telstra.com.au

Southern Health www.southernhealth.org.au

GlaxoSmithKline www.gsk.com.au

Salvation Army www.salvos.org.au

Australia Public Service www.aps.gov.au

For specific employment opportunities visit the following sites

Deakin University Jobshop www.deakin.edu.au/jobshop

Graduate Opportunities www.graduateopportunities.com

Uni Grad www.unigrad.com.au

Seek www.seek.com.au

My Career www.mycareer.com.au

Career One www.careerone.com.au

Professional associations

Australian Market and Social Research Society www.amsrs.com.au

Australian Marketing Institute www.ami.org.au

Australian Interactive Marketing Association www.aimia.com.au

The Australian Advertising Federation www.afa.org.au