

MANAGEMENT AND DIGITAL MEDIA

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COVID-19



A BUSINESS OPPORTUNITY ?



FIRST AND FOREMOST, A GLOBAL HUMANITARIAN CHALLENGE

- Once in a 100-year event
- Impacted the whole world in short period of time
- No country in the world was prepared
- There are more unknowns than knowns
- *Businesses need fresh thinking, innovations, collaborations to effectively face the challenge – may create new opportunities*

COVID-19 BUSINESS RELATED MEGA TRENDS



Global economic disruption

Increased reliance of big data

Mandatory remote work

Digitisation of learning

Strengthening digital infrastructure

COVID-19 IMPACT ON THE WAY ORGANISATIONS WORK



- Work is an outcome not a place
- Reinforce gender roles – Women may quit
- More digital events
- Traditional management structures will be challenged
- Workforce automation may accelerate
- Job security /multiple part-time or short-time jobs

CHANGING WORLD OF BUSINESS & MANAGEMENT



Ideal Worker

- Balancing many commitment at the same time
- Productive as they were in the office

- Willingness to change
- Self-motivation, management/leadership
- Digital literacy & Communication
- Trustworthiness
- Emotional, cultural and social intelligence



Ideal Leader

- Tap into suffering to build meaning

- Crisis management - a key competency
- Lead with personalisation not standardisation
- Compassion and empathy
- Mental health and wellbeing of employees
- Many difficult conversations

SWINBURNE IS READY FOR DISRUPTION



**“We aim to deliver future ready learners,
research with impact and innovative
enterprise”**

- ✓ **Research**
- ✓ **Blended learning**
- ✓ **Industry partnership**

WHY SWINBURNE TO STUDY MANAGEMENT?

Good management requires agile, socially responsible leaders

We leverage from established industry partnerships

SIEMENS **medibank** World Vision



Our offerings extend to broader disciplines

Bachelor of Business Information Systems of Business
with a major in Management

Bachelor of Health Science
with a major in Management

Bachelor of Engineering (Honours) Business
with a major in Management

Bachelor of Aviation and Piloting Business
with a major in Management

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SWINBURNE
UNIVERSITY OF
TECHNOLOGY

We are agile and continuously adapting



Invaluable skills and confidence help our graduates land a job in their field

DIGITAL MEDIA AND MARKETING: CAREER OUTLOOK

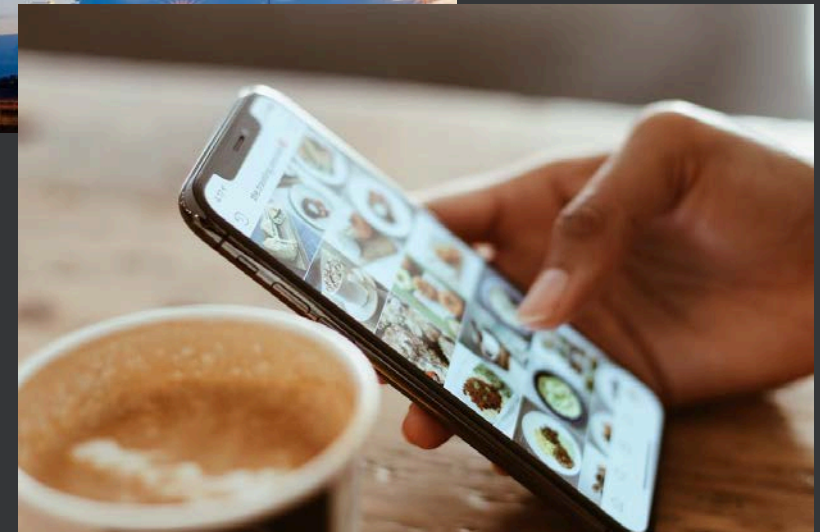
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Digital media has completely revolutionised the marketing discipline.

Digital media ensures companies can reach, communicate and provide value to their target customers, in a way that is more effective and efficient than traditional media.

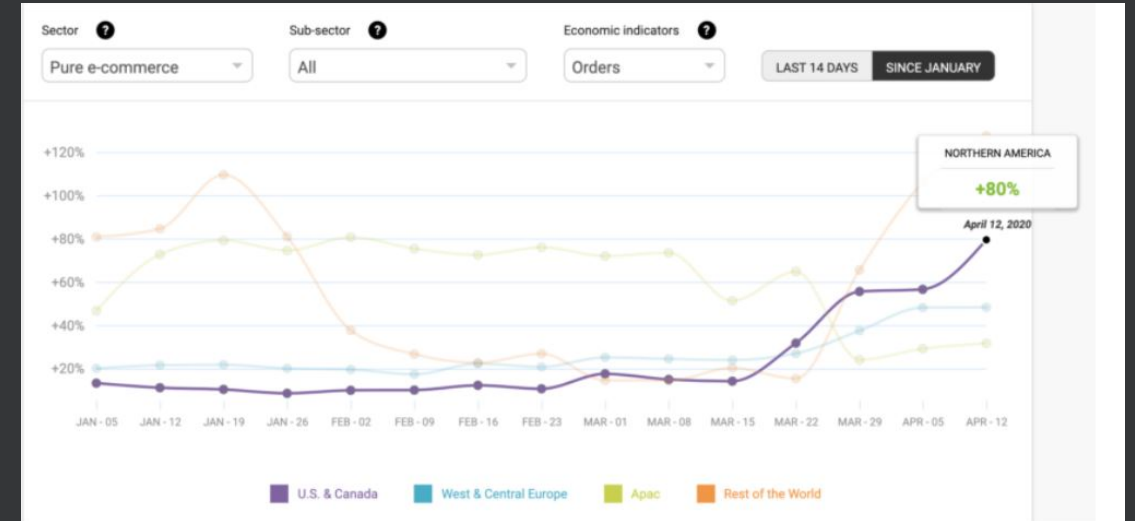
We understand that digital marketing is a key driving force behind marketing and business in the 21st century. That's why we offer digital marketing at Swinburne.



COVID-19 RESULTING IN CHANGES IN CONSUMER BEHAVIOUR



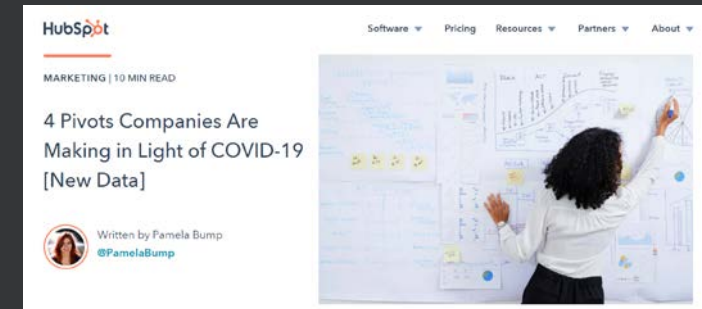
Consumers spending more time online for work, social interaction & shopping



Higher proportion of online shopping – increase of almost 80% in North America

COVID-19 IS ACCELERATING THE MOVE TO DIGITAL MARKETING

- Reduction in physical interaction means brands are more reliant on digital strategy (Forbes, 2020)
- Customers are researching and interacting with brands online more, and brands must respond quickly (HubSpot, 2020)
- Marketing leaders planning to increase investment in digital marketing (Gartner, 2020)






WHY STUDY DIGITAL MARKETING?

- GROWING JOB MARKET – LOCAL AND INTERNATIONAL
- STRONG GRADUATE RECRUITMENT – INTERNSHIP & ONGOING
- HIGHLY SPECIALISED SKILLS – SKILL GAP INCREASING
- HIGHER SALARIES – DUE TO SPECIALISATION
- DYNAMIC & EXCITING CAREER – RAPIDLY CHANGING FIELD

JOB OUTLOOK – AUSTRALIA

- Graduate positions \$60k to 65k package + super
- Digital specialists \$85,000 + super + bonuses
- Digital directors \$200,000 + car + super + bonus
- Marketing Executive \$\$\$\$\$

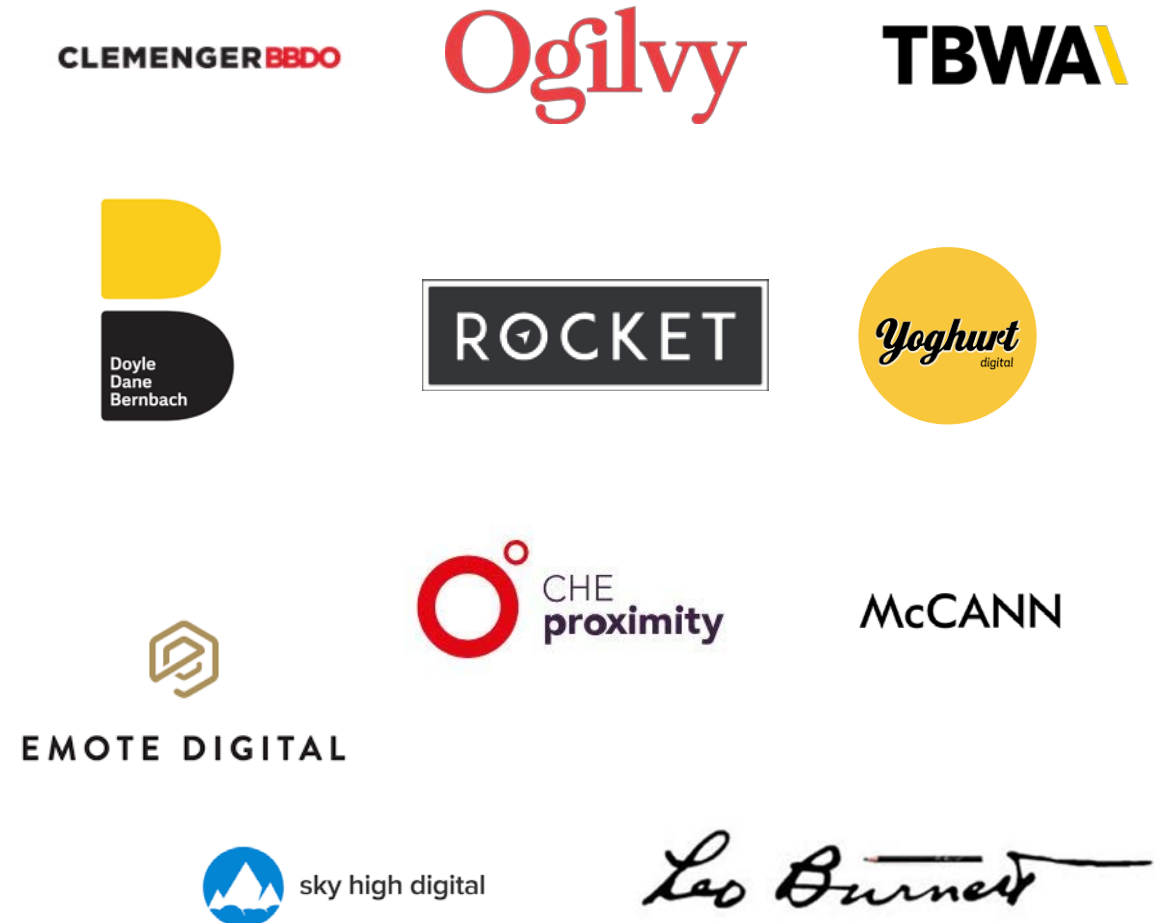
Demand for digital marketing specialisations between now and 2023, is expected to grow very strongly.

All Advertising and Marketing Professionals	
	\$1,737 Weekly Pay ?
	Strong Future Growth ?
	Lower unemployment Unemployment ?
	74,800 workers Employment Size ?
	Very high skill Skill level rating ?
	78% Full-Time Full-Time Share ?
	44 hours Average full-time ?
	34 years Average age ?
	61% female Gender Share

CLIENT SIDE



AGENCY SIDE



DIGITAL MARKETING SPECIALISATIONS

VARIOUS MANAGEMENT, AGENCY & CONSULTING ROLES



Digital consulting



Search Engine Marketing



Social Media Marketing



Data analytics



Content & email marketing



UX Design

WHY STUDY MARKETING AT SWINBURNE?

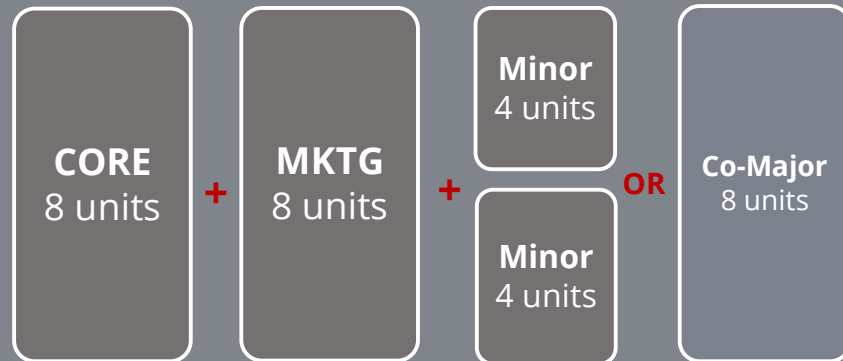
- INNOVATIVE CONTENT (DATA-ORIENTED AND TECHNOLOGY)
- INDUSTRY-ENGAGED (KMART, FACEBOOK, AUSTRALIA POST etc.)
- EMPLOYMENT PATHWAYS (INTERNSHIPS AND PLACEMENTS)
- PERSONALISED TEACHING AND LEARNING (SMALL CLASSES)
- FLEXIBLE STUDY (BLENDED AND ONLINE)



MARKETING AT SW INBURNE

UNDERGRADUATE

Bachelor of Business
majoring in Marketing



Marketing

POSTGRADUATE

Master of Marketing



Marketing

THANK YOU & QUESTIONS

