

Transcript

Title: Swinburne International Webinar Series: Business Management and Digital Marketing

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Venus Liao

Good afternoon, everyone. Welcome to Swinburne webinar series on a Wednesday afternoon. My name is Venus Liao. I'm the Regional Recruitment Manager at Swinburne University. I'm responsible for the Australia Onshore and New Zealand region. I hope you are all well and healthy.

On your right-hand side today are the panellists for today's webinar, Dr. Asanka Gunasekara, lecturer in management, and Dr. Vlad Demsar, lecturer in marketing. Both are from Swinburne Business School. And Mr. Justin Tay, the International Recruitment Manager from the faculty of Business and Law at Swinburne University.

Thank you for joining us today for virtual training on Swinburne Business Management and Digital Media. This is part of the Swinburne webinar series and running from the month of May to July.

Today we'll be hearing from Asanka, talking about the impact of working from home that many companies' employees have to adjust to in a short timeframe due to COVID-19. The type of skills that companies will be hiring for, such as organization behaviours, psychological well-beings of staff working from home, and the impact it has on businesses. Asanka was recently seeing on news articles on Daily Mail Australia in the conversation talking about work-life integration.

Dr. Vlad Demsar will be talking about the evolution of digital platforms and technologies have impacted marketing. Vlad is currently a Managing Director of both Dassier and Sky High Digital. He has worked closely with some of Australia's biggest brands in telecommunications, banking and finance, beverages, retail, FMCG, toys, and technology, as well as helping many small and medium-sized businesses to take their first step, grow and transform.

We are honoured to have both Dr. Asanka and Dr. Vlad speaking at the session today. Without further ado, I'd like to introduce today's first presenter, Dr. Asanka, lecturer in management at Swinburne Business School. Thank you, Asanka.

Asanka Gunasekara

Thank you, Venus, a lovely introduction. I wish I could see you all, but this is the way we work. And I'm Asanka Gunasekara, as Venus introduced me, I'm a lecturer in management at Swinburne Business School. Welcome, everyone, to Swinburne Business School.

So in the first half of this presentation, I will be taking you through COVID-19's impact on the management discipline and businesses as well. And in this context, why Swinburne to study management? So those are the things that I'm going to touch on in my first part of the presentation.

COVID-19, first and foremost, a global humanitarian challenge, and we all experience this together. And we know, it's a once in 100-year event, and it has impacted the whole world in a very short period of time. No country in the world was prepared for this pandemic, and there were a lot of unknowns than knowns.

So that is why organizations, academics, businesses, and people around the world need to have fresh thinking, because we have impacted so much. We need to be innovative. We need to find new ways to collaborate as well. Who knows? It could be a future business opportunity as well.

So if you look at some of the mega trends that are happening around business and management disciplines during this pandemic time, one of the main things that we observe is it's a global economic destruction. No matter how giant your economy is, no matter how small your economy is, all of the countries, all of the economies are impacted.

And another one of the mega trends that they observe is there's an increase reliance on big data. For example, in Australia, and perhaps many other countries as well, we tend to rely on big data. So we all use contact tracing app in Australia to manage the spread of this virus within the country. That is one of the examples how we use big data.

And in at least some of the cultures, especially in Australia, and many other developed countries as well, there will be a lot of remote work happening after COVID-19 pandemic, and even now, as well. And we have observed, we are experiencing, the digitalization of learning-- how possible the digitalization of learning is. And we are experiencing our kindergarten kids, our primary students, our secondary students, as well as our tertiary students, how they experience digitalization of learning.

So this also tells us organizations, universities, needs to strengthen the digital infrastructure. It will be really difficult to work without it. This story tells us nothing but the importance of management. It's all about how we manage our digital infrastructure, how we manage ourselves in the changing context, how we manage the change as well. So it's all about management.

From business management perspective, we all are experiencing that the way that we work in organizations is changing. And it will continue to change. We think that work is going to be an outcome, it's not a place to be. You know how when traditionally, we have an office to go to? We have a workplace to go to. All our team members were together. But in and after this pandemic, work is going to be just an outcome. People can perform their work responsibilities and duties from wherever they are.

And because of this blurring boundaries in how organizations, and how people work, research says women may quit job because they find it difficult to manage these boundaries as well. We really, as managers, as organizations, we need to really reinforce the gender roles. And we will see more and more digitalized events. This is a great example as well, how we need to gather today.

And when employees and managers opt to work remotely, our traditional management structures will be changed. And organizations and people, employees, will have to find a new way, or new ways, to manage organizations and employees effectively in a digitalized world.

We wouldn't be surprised when our Human Resource Managers are using artificial Intelligence to screen employees' resumes, or maybe to manage their loneliness, their well-being, their psychological [INAUDIBLE], or even their work performance. So artificial intelligence, automation of the workforce, is going to be a huge thing in the future.

And we will see a lot of people doing multiple part-time, short-term jobs as opposed to long-term full-time employment. Fortunately, or unfortunately in most of the countries, because of the way things are changing, job security will be questioned.

This also tells us the changing world of business and management. The notion of ideal worker is going to change quite soon, and it's being changing as well. When you're working from home and you're responsible for young kids as well, as parents, the ideal worker needs to balance the commitment. Multiple commitments at the same time-- feeding their kids, educating their kids at school-- kids who are learning from school-- as well as managing their organizational teams and their own work load. And ideal workers supposed to be productive as they were in the organizations in the workplaces.

So this requires a lot of new skills. We need to refine the skills of our future employees and managers. So we have to have a willingness to change-- it's really difficult otherwise. We've got to be self-motivated. We have to have a high level of self management and self leadership skills.

I tend to get a lot of emails from students saying, Asanka, I'm so demotivated, so de-motivated. I don't know how to manage my work load. Because when they're working in isolation, it's not going to be easy. But these are the skills that are required in the future.

Digital literacy and effective communications are going to be critical important survival skills. When people are not working under one roof, and they're working in different places, when team members are dispersed around the world, trustworthiness is something that teams hold together. So building and maintaining trustworthiness is a critical important management and a skill as well.

World is going to be smaller and smaller. We are going to work together very closely. So I can't emphasize enough how emotional intelligence, cultural intelligence, and social intelligence skills are going to be important.

And going to the other side of my slide, ideal leader. We've been observing good leaders, bad leaders, and some leaders are emerging-- good leaders are emerging. The definition of leadership's been changing as well. One of the definitions that I personally like to define a new, emerging leader, is a new leader, a good leader who can work in a crisis situation, should be able to tap into sufferings of people to build meanings. So those are the kind of people, leaders, who can survive in hard situations.

So in the future, leaders need to have crisis management skills. It is going to be one of the key competencies. Leaders need to personalize the way that they work with their followers. And

qualities like compassion, empathy, are going to be critical important skills leaders need to develop. Fortunately or unfortunately, we will have to deal with mental health issues and well-being issues of employees, future leaders. And they will have to have a lot of difficult conversations with leaders. And those are the skills that future leaders would require.

Well as we have seen, the world of management is changing. The good news is, Swinburne is ready for this disruption. We aim to deliver future-ready learners. And there are lots of our researchers actively working, even now, to find solutions in this pandemic. How we can do our know teaching, learning, and research better, to create an impact-- economic and social impact.

And I'm really proud to say, at Swinburne Business School and Swinburne University as well, we deliver very effective courses using blended learning model during this semester. Even though we were interrupted, we were ready for this disruption.

And being a highly industry engaged university, our courses are informed by industry best practices. So, which means we give the skills required to battle the challenges in the future to our students.

So why Swinburne to study management? As we all know, things are changing, as I mentioned to you. At Swinburne, we recognize that good management requires agile, socially responsible leaders. We provide the skills to respond effectively, to handle the pressures in the business world to our students, so that they can handle these pressures in the business world in a socially responsible and ethical manner, being good leaders, or being good employees and managers.

Also at Swinburne, we consider education is more than knowledge. It's about job readiness as well. As an academic at Swinburne, I have seen first-year students, I have seen final-year students as well. I have seen differences in students when they complete their internships and professional placements, and when they come back to the university they're different. They're ready to the next challenge in their career journey.

So all our business students have the opportunity to get some sort of industry experience during that time at Swinburne. So when they compete in the job market, our graduates stand out.

So my last point, I'm going to share this, not because I'm an academic in management, but you observed how our business world, the management, is changing. Management is something that everybody should learn. Because you know, we need to manage ourselves, we need to manage our teams, organizations. And we need to manage the change as well. So that is why we offer our management courses to other discipline areas as well. So they can be the engineer, or they can be the best IT manager, who knows how to lead ethically, to create a social impact to the world that they're in.

And this is why we say, our management graduates land a job in their field. They're confident, they're skilful, and they're responsible. With that note, I'll pass it on to my colleague, Vlad.

Vlad Demsar

So hi, everyone. I'm Vlad Demsar. I'm from the Department of Marketing at Swinburne Business School. And I want to spend the next 10 minutes or so just talking to you about some of the future career opportunities in digital media and marketing.

Firstly, it's really important for us to note that digital media has completely revolutionized the marketing discipline. If you think about this for a moment, 10 to 15 years ago, marketers would have put advertisements on mass media traditional marketing channels like television, or billboards, or print media. And they would have little control over who sees those advertisements and how they're going to respond, resulting in a lot of wasted advertising budget.

Now if we fast forward to today, everyone is connected through a digital media channel such as the world wide web, through search engines, social media, email, mobile, and lots of others. And we collect mountains of data about every single individual and every single interaction that individuals have online. And this provides a lot of opportunities for marketers.

The collection of all this data means that we can profile consumers so we can understand them better, and understand their behaviour, and how they might respond to certain marketing efforts. And also it means that we can use this information and this constant interconnectedness to reach and communicate with our exact target audience of customers in a way that's much more effective and efficient than traditional media channels.

And this is one of the reasons why digital media has not only revolutionized the marketing industry, but it's become the dominant way of thinking about marketing. At Swinburne, we've recognized that digital media is one of the key driving forces behind marketing, and behind business, generally. And that's why digital marketing is such an important component of all our marketing courses.

So we know that digital media is important for marketing, and now it's becoming even more important. And that's because the emergence of COVID-19 in late 2019, and with its effects still going into 2020, we've seen some really important changes in consumer behaviour. It's not surprising that with restrictions and quarantine, consumers are now spending more and more of their time online for all sorts of different reasons, including work, social interaction, and shopping.

Which means that digital media is really becoming the most effective and efficient way to reach them, to communicate with them, and to allow them to transact with companies. In fact, online shopping has increased substantially during this period, by as much as 80% in some regions such as North America. And although we're now entering a period where restrictions and quarantine is easing in some countries, we're expecting some of these changes in consumer behaviour to continue long into the future, even when physical interaction is possible again.

What does this mean for companies? Well ultimately, the reduction in physical interaction means that companies are now becoming increasingly reliant on their digital marketing strategies. Companies that were behind the curve, previously, are having to adapt really quickly to some of these changes in consumer behaviour in order to stay competitive. Customers are shifting from physical environments to researching and interacting online more and more, which means companies need to adapt quickly to these changes in behaviour or they're going to get left behind by their competition.

And from all the research that we've seen so far in this field, leaders in the marketing field are indicating that they're increasing their investment in digital marketing in 2020 and beyond. And all of this is really positive for the digital marketing industry. And ultimately, this means that now is a really good time to study digital marketing, or study marketing, and specialize in digital marketing.

The rapid and increased investment in this area really means that the job market is growing more than it ever has before. There are more and more jobs becoming available at all levels, both locally, in Australia, and internationally. And at all levels of seniority as well, from really strong graduate recruitment all the way through to really senior positions.

The field is also a requirement and at high demand for specialized and technical skills. And because of this, the skills gap between those who are working in this field and the average individual are increasing. And this high demand for these specialized skills in turn translates to higher than average salaries in digital marketing.

And because technological progress is advancing so quickly, the field of digital marketing is rapidly changing and evolving. Something that's true today may not necessarily be true, or could completely change tomorrow, or the following day. And this makes for a really dynamic, and exciting, and diverse career in this field.

In Australia, the job outlook is really positive for digital marketers. Salary packages are higher than average at all levels, right through from graduate positions which earn around 60 to 65,000, all the way through to director level and executive level, which are usually six figure salaries and beyond.

And the exciting thing is that this is expected to grow into 2023, as more and more companies invest more of their marketing budget into digital strategies rather than traditional strategies. So the stats for this industry definitely suggest it's well positioned for a period of robust and strong future growth.

And there's a wide diversity in the types of companies that hire for both marketing and digital marketing positions. On one hand, you could work on client sites, so within the internal marketing team at large corporations like Telstra or ANZ. And on the other hand, you could work in a digital marketing or marketing agency. And there's lots of different agencies with varying specializations, from large international agencies like Clemenger and Ogilvy, right through to smaller, local, boutique agencies as well.

Lots of different specializations in this industry as well, with roles ranging from account management and consulting through to search engine marketing, social media, data analytics, content and email, and user interface design. And within each of these specializations, there's a whole range of different seniorities available, from graduates, to senior roles, to executive roles.

Swinburne's marketing offering is powerful for a number of different reasons. Firstly, everything that we do features innovative and industry engaged content. And that means that we make sure that students are not only learning the concepts, and the theories of marketing, and digital marketing, specifically, but that they're always applying them to real-world problems, using real-world data, and working with real companies.

Some of the companies that sponsor our marketing degree are Facebook, Australia Post, Isobar Research, and the retail group B Brands, among lots of others. We also provide a number of different employment pathways at Swinburne as well. And this includes internships and placements for students which are organized through our various partnerships. It also includes regular contact with

our alumni network who are working in industry, to allow for networking and employment opportunities beyond the more formalized routes.

In terms of what it's like to study at Swinburne, classes are typically quite small, usually no more than 25 students, meaning that teaching and learning is personalized, and tailored to each person, or each student, individually. And we offer flexible modes of study, including blended learning, where we combine online and face-to-face components to allow each student to learn in a way that suits them best.

This is just a quick snapshot of our marketing offering. The undergraduate degree is a three-year degree consisting of 24 units. And students can specialize in digital marketing by picking elective units that are focused on this field. The post-graduate degree is a one to two-year program depending on the course that is chosen, and we offer a graduate certificate of marketing, a master of marketing, and a master of marketing advanced. And again, digital marketing is a core part of this degree at all levels.

On finishing each of these degrees, our graduates are well equipped, not only with conceptual and theoretical knowledge, but also with the practical skills that make them ready to gain employment and to succeed in their respective industries and roles. And this is one of the key advantages that Swinburne has over other universities in Australia. It's not really just about university rankings, it's about developing our graduates who are ready for employment, and having a mix of both theoretical and technically specialized skills.

So that's it for Asanka and myself. Thank you all very much. And now I'll hand it over back to Venus to coordinate your questions.

Venus Liao

Thank you Vlad, and thank your Asanka for a great presentation. We're not open for question and answer. If you have any questions from the presentation, please leave the question in the Q&A box down below and we will go through your questions together. We'll try to go through all the questions today if we can. If we can not answer all the questions on the spot, as we wish, we will get back to you after the webinar. And you could certainly contact either Justin, the International Recruitment Manager, or your regional recruitment manager from Swinburne university.

OK. So we haven't got any questions coming in. There are two coming in. OK. So we have a question asking, "is the application open currently? Also, what is the deadline to apply?" I'll throw this question to you, Justin, if you can answer that.

Justin Tay

Yeah. So in short, we are accepting applications at the moment for both July-- or August 2020 intakes and also 2021. As for the application deadline, that really varies across the region, depending on which region you are from, for next year. For this year, because for the coming August intake all the classes will be conducted online, essentially our recommendation is for students to submit their application as soon as possible so that we can issue them an offer letter and for them to make their decisions.

Venus Liao

Thank you, Justin. And this question asking, "what are the alternative English language programs available?"

Justin Tay

So for English language, we have extended the validity of our IELTS and TOEFL from two years to three years. And in addition, we have recognized the TOEFL iBT home version, which is the preferred English language test at the moment. Because students would take the TOEFL iBT home version will not be required to undertake any further English language tests once they arrive in Australia.

Venus Liao

Thank you. Just to add to that, we have also extended to accept Linguaskill and Duolingo for your application, for the pathway and undergraduate program at Swinburne University. For postgraduate level, we are accepting PTE or TOEFL iBT home edition test. You might note that we haven't a mention IELTS. It is now-- a lot of IELTS test centre is reopened in some part of the country, so I will suggest you to check the English test result that we are accepting with your regional recruitment manager from Swinburne university.

OK. And this question about, "what is the application turnaround time for applications in COE?" Again, Justin, maybe you can answer that.

Justin Tay

So the general application turnaround time is around two working days if the application is complete and that you have included all the necessary documentation. Otherwise, it depends on how fast you get back to us with the additional requirements.

Venus Liao

Thank you.

Justin Tay

So at the moment, once again, if it's a complete offer acceptance form with all the necessary evidence of payment and obviously, student health cover, then the COE would be issued within 48 hours as well.

Venus Liao

Thank you. We do have some questions regarding to GTE and SOP as well as the entry requirement. Again, it varies according to which country, and which part of the world you're coming from. So the best is to contact your regional recruitment manager from Swinburne University, whether it's Karen, or Wendy, [INAUDIBLE], or [INAUDIBLE]. Or depending on where you are in the world, we have Swinburne team right there to help you with correct information.

Justin Tay

And also, what's important to remember is, all the courses that Asanka and Vlad has mentioned in their presentation, all applicants, international applicants, would automatically be assessed for our Swinburne International Excellence Scholarship. And the scholarship range from 10% to 75%, and that is all part of our admissions process, so you don't have to submit a separate application.

And if you want to know how the scholarship would be - will be awarded, please contact your respective regional recruitment managers.

Venus Liao

Thank you. And there is one last question asking, "how much gap do you accept now because of COVID-19?"

Justin Tay

How much? From-- what's the question?

Venus Liao

Study gap, I assume.

Justin Tay

We don't really have a limitation on the gap. The general duration is nothing more than six months. If it's more than six months, obviously, as part of the application, we would require the applicants to provide a statement of purpose explaining what they have been doing during this gap period. So essentially, we just need documentation on whether they have been studying online courses, or whether they have been helping out family business, or whether they've been working, or simply just sitting at home doing nothing. But we need some kind of statement to explain what has happened during this gap period.

Venus Liao

Yes. And we certainly don't want to see you students sitting at home and overseas doing nothing for the second half of 2020. So we have recently updated an attractive program, it's called Swinburne and LinkedIn Scholarship Program. It's available with online learning for remainder of intakes in 2020. If you wish to know more information about what is Swinburne LinkedIn Scholarship Program, please also consult to your regional recruitment managers from Swinburne University.

I'd now like to bring this session to the end. We have hitting the 2:30 mark. And I want to thank you, Dr. Asanka and Dr. Vlad for your presentation on Swinburne Business Management and Digital Marketing. And thank you to our participants around the world for tuning in today.

Today's presentation will be emailed to all the participants after this webinar. Join us at our next webinar on this Friday, 5th of June, on Civil and Construction Engineering. The invitation will be sent out to you all today, hopefully to see you on Friday at 2:00 PM. Again, thank you, and have a nice day everyone. Take care. Goodbye.

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