

Sustainability in Learning: Google Online Marketing Challenge

What we are doing

Facilitating self-directed lifelong learning of online marketing by embedding the global Google Online Marketing Challenge into CMM2120/4120 Integrated Marketing Communications yearly since 2008.

Using assessment to promote sustainability

The Google Challenge requires students to submit pre- and post-campaign **team** reports BUT the ECU unit has embedded **individual** reflection for both stages.

Students reflect on the campaign and team/client dynamics.

How is it impacting students?

1. Advertising employers have quickly snapped up ECU students from the Google Challenge e.g.
 - Alastair Mackenzie at Marketforce ExPress
 - Eva Reppen at AdCorp
 - Georg Widschwendter at the Brand Agency
2. Georg Widschwendter, leader of the 2010 ECU team that became the Asia Pacific Regional Winner in the Google Challenge, is now Google-certified after completing the two gruelling online exams of the Google AdWords Certification Program as a self-directed lifelong learner.