

Google Marketing Challenge: Impact on ECU strategic areas

The Google Challenge

Global online marketing challenge (real client, real campaigns) has attracted 30,000 participants from 70 countries since 2008.

Teaching & Learning Impact

Self-directed + reflective learning for 100 ECU students.

Sharing ECU learning with Australian and overseas universities.

Engagement Impact

ECU student teams have worked as online consultants with 25 clients to increase company awareness, web traffic, and business.

Research Impact

Conference papers and presentations on ECU experience in the Challenge.

ECU papers are on the Google Challenge Research Center website.

Service Impact

Marketing ECU + clients:

1. Releases on performance and achievements of ECU teams e.g. 2010 Regional Winner
2. Blogs by teams to promote clients and ECU globally
3. Social media used by ECU teams to publicise campaigns
4. ECU presence on Google Challenge Facebook