

Prof. Jamie Murphy

Professor of Australian School of Management



Biography

A Professor at the Australian School of Management, Jamie Murphy's background includes European marketing manager for PowerBar and Greg Lemond Bicycles, and a PhD from Florida State University. He helped Google develop and helps run the Google Online Marketing Challenge, perhaps the world's largest in-class student competition, now in its sixth year.

Prof Murphy's industry and academic experience spans continents and includes hundreds of academic publications and presentations, as well as New York Times and Wall Street Journal stories. His research focus is on the effective use of the Internet for citizens, businesses and governments. His passion is motivating and mentoring great students.

Topic

"The Google Online Marketing Challenge: A Global Teaching and Learning Initiative"

Synopsis

An important goal of hospitality education is helping students grasp the relevance of classroom topics. A complementary goal is to develop positive liaisons with the local business community. This session introduces an exciting in-class exercise and global competition that meets these goals and more.

Entering its sixth year, The Google Online Marketing Challenge is perhaps the world's largest in-class teaching and learning initiative. About 50,000 students from 100 countries competed in the first five years. Student teams get US\$250 in AdWords, Google's flagship advertising product that accounts for over 90% of Google's revenue, to drive online traffic to an actual small- to medium-sized enterprise (SME) website.