



MKTO8004

Digital Marketing Strategy

Term 1, Online-scheduled-weekday 2024

Department of Marketing

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General Information

Unit convenor and teaching staff Rino Do rino.do@mq.edu.au
Credit points 10
Prerequisites Admission to GradCertDigMktg
Corequisites
Co-badged status
Unit description Digital marketing is increasingly a key activity that supports and supplements traditional marketing activities across all sectors. A successful digital marketing strategy offers value to both firms and consumers. Through effective digital marketing, firms will be able to expand their area of activities and more effectively achieve their business goals; consumers will achieve greater value through increasing convenience, easier access to information, customer support, as well as having access to more diverse product choices. The focus of this unit is on developing students' knowledge of digital marketing strategies, concepts, and insights to build and optimise firms' digital marketing presence. In this unit, students will develop the ability to deploy various methods of digital marketing and design a digital marketing strategic plan. Moreover, the unit will help develop students' ability to critically analyse and evaluate firms' digital marketing strategies and provide managerial solutions.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Define and apply digital marketing strategies, concepts, and insights to build and optimise firms digital marketing presence.

ULO2: Deploy various methods of digital marketing to design a digital marketing strategic plan.

ULO3: Critically analyse and evaluate firms digital marketing strategies and provide

managerial recommendations.

General Assessment Information

General Assessment Information

Late submissions of assessments

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

Special Consideration

To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

Word limits

Anything beyond a stated assessment word limit (other than your reference list) may not be marked. Seek any further clarification from the unit convenor.

Assessment Tasks

Name	Weighting	Hurdle	Due
Digital Marketing Strategy Plan	30%	No	Week 10
Digital Marketing Report	40%	No	Week 8
Practice-based activities	30%	No	Weeks 3, 6, 10

Digital Marketing Strategy Plan

Assessment Type ¹: Plan

Indicative Time on Task ²: 36 hours

Due: **Week 10**

Weighting: **30%**

Designing a digital marketing strategic plan for an imaginary firm (in a given industry i.e. Food industry, Fashion industry, Entertainment industry, Hospitality industry, Financial Service industry, Healthcare industry). Students will work as a group to propose their creative ideas and strategies on developing a digital marketing strategic plan, and present them to the class (max number of slides 20, video presentation: 15 minutes).

On successful completion you will be able to:

- Deploy various methods of digital marketing to design a digital marketing strategic plan.
- Critically analyse and evaluate firms digital marketing strategies and provide managerial recommendations.

Digital Marketing Report

Assessment Type ¹: Report

Indicative Time on Task ²: 30 hours

Due: **Week 8**

Weighting: **40%**

The digital marketing report is an individual assessment (40%, 2000 words). It focuses on conducting a critical analysis of a real-world brand's digital marketing presence, and its strategies (e.g. channel selection, audience engagement strategies, content development, implementation and monitoring strategies, ...), providing managerial recommendations for improving the brand's digital marketing footprint.

On successful completion you will be able to:

- Define and apply digital marketing strategies, concepts, and insights to build and optimise firms digital marketing presence.
- Deploy various methods of digital marketing to design a digital marketing strategic plan.
- Critically analyse and evaluate firms digital marketing strategies and provide managerial recommendations.

Practice-based activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 24 hours

Due: **Weeks 3, 6, 10**

Weighting: **30%**

Practice based activities include weekly online discussions/ submissions/ tasks that need to be submitted on iLearn.

On successful completion you will be able to:

- Define and apply digital marketing strategies, concepts, and insights to build and optimise firms digital marketing presence.
- Critically analyse and evaluate firms digital marketing strategies and provide managerial recommendations.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Please see iLearn for more information.

Unit Schedule

DATE	MODULE	LEARNING ACTIVITIES	ASSESSMENT
Week 0	Module 0: Getting started		Assessment preparation
Week 1 8 Jan 2024	Module 1: Introducing digital marketing	Discussion 1: Introduce yourself and form your groups Discussion 2: Module 1 weekly discussion (Assessment 1 activity)	
Week 2 15 Jan 2024	Module 2: Online marketplace analysis – Micro- and macro-environments	Discussion 1: Macro-environment elements (Group activity) Discussion 2: Module 2 weekly discussion (Assessment 1 activity)	
Week 3 22 Jan 2024	Module 3: Digital marketing strategy	Activity: Benefits of digital marketing planning Discussion 1: Module 3 weekly discussion (Assessment 1 activity) Discussion 2: Covid-19's effect on digital marketing (Group activity)	Assessment 1: Participatory tasks (30%) Modules 1–3 due 11.55pm AEST Thursday 25 Jan

DATE	MODULE	LEARNING ACTIVITIES	ASSESSMENT
Week 4 29 Jan 2024	Module 4: Digital media and the marketing mix	Discussion 1: Module 4 weekly discussion (Assessment 1 activity) Discussion 2: Choose your marketing mix (Group activity)	
Week 5 5 Feb 2024	Module 5: Relationship marketing using digital platforms	Discussion 1: Module 5 weekly discussion (Assessment 1 activity) Discussion 2: Gamification group discussion (Group activity)	
Week 6 12 Feb 2024	Module 6: Delivering the online customer experience	Discussion 1: Trends that drive digital customer experience (Group activity) Discussion 2: Module 6 weekly discussion (Assessment 1 activity)	Assessment 1: Participatory tasks (30%) Modules 4–6 due 11.55pm AEST Friday 16 Feb
Week 7 19 Feb 2024	Module 7: Campaign planning	Discussion 1: Content marketing matrix (Group activity) Discussion 2: Module 7 weekly discussion (Assessment 1 activity)	
Week 8 26 Feb 2024	Module 8: Marketing communications using digital media channels	Discussion 1: Module 8 weekly discussion (Assessment 1 activity) Discussion 2: Digital communication (Group activity)	Assessment 2: Digital marketing report (30%) due 11.55pm AEST Friday 1 March
Week 9 4 March 2024	Module 9: Campaign evaluation	Discussion 1: Measuring your digital marketing activities performance (Group activity) Activity: Reviewing the range of Martech and digital insight tools Discussion 2: Module 9 weekly discussion (Assessment 1 activity)	
Week 10 11 March 2024	Module 10: B2B digital marketing	Activity: Calculating customer retention Discussion: Module 10 weekly discussion (Assessment 1 activity)	Assessment 3: Digital marketing strategy plan (40%) due 11.55pm AEST Friday 15 March Assessment 1: Participatory tasks (30%) Modules 7–10 due 11.55pm AEST Friday 15 March

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)

- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Unit information based on version 2024.03 of the [Handbook](#)