



MKTG306

E-Marketing

S1 Day 2017

Dept of Marketing and Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	7
<u>Policies and Procedures</u>	7
<u>Graduate Capabilities</u>	9
<u>Changes from Previous Offering</u>	11
<u>Research & Practice, Global contexts & Sustainability</u>	11

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Unit Convenor

LayPeng Tan

laypeng.tan@mq.edu.au

Contact via laypeng.tan@mq.edu.au

E4A 453

Thursdays after class 4-5pm (outside lecture theatre), or by appointment

Credit points

3

Prerequisites

(STAT150 or STAT170 or STAT171 or PSY122) and 6cp at 200 level including (MKTG202 or MKTG203 or MKTG204 or MKTG208 or MKTG210 or MKTG213)

Corequisites

Co-badged status

Unit description

This unit introduces students to the areas of e-marketing and e-business. It covers concepts and frameworks in the areas of online marketing strategy, implementation and practice. This unit is designed to introduce students to conceptualising, developing and using marketing in computer-mediated environments. These are now the skills and capabilities required for marketers and sales, business development, customer service, and support staff working in either corporate, SME, or government.

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:

Understand the concepts and approaches to e-business marketing

Identify the different elements of the macro and micro-environment that impact on an organisation's e-marketing strategy

Understand contemporary and emerging skills and capabilities required for marketing in the digital age

Critically evaluate and reflect upon specific marketing decisions and e-marketing strategies through interactive learning techniques for individuals and groups

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>A1 Project</u>	30%	No	Week-4 and Week-12
<u>A2 Assessed Coursework</u>	30%	No	Week-8 and Week-13
<u>A3 Final Examination</u>	40%	No	University Examination Period

A1 Project

Due: **Week-4 and Week-12**

Weighting: **30%**

This assessment has two components. First, students will complete a written report - "Strategic Analysis" on individual basis (15%, Due: Week-4, Friday 4pm). Second, working in groups, students will complete a creative production namely a website showcasing the marketing plan for a new e-business venture (15%, Due: Week-12, Monday 4pm).

The project is designed to provide students with insights into how marketing technologies, tools, and applications can be used to develop and implement e-marketing strategy.

Detailed assessment guide including submission details and marking criteria will be available on iLearn.

Please note:

1. No extensions will be granted for the individual written report. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty, or in this case zero mark for this assessment). This penalty does not apply for cases in which a notification of disruption to studies is submitted and **approved**.
2. No extensions will be granted for the group creative production. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty, or in this case zero mark for this assessment). This penalty does not apply for cases in which a notification of disruption to studies is submitted and **approved**.
3. Transference of marks is not permissible across assessment tasks.

On successful completion you will be able to:

- Understand the concepts and approaches to e-business marketing
- Identify the different elements of the macro and micro-environment that impact on an

organisation's e-marketing strategy

- Understand contemporary and emerging skills and capabilities required for marketing in the digital age
- Critically evaluate and reflect upon specific marketing decisions and e-marketing strategies through interactive learning techniques for individuals and groups

A2 Assessed Coursework

Due: **Week-8 and Week-13**

Weighting: **30%**

This individual assessment (also known as "Tutorial Homework") encourages students to be engaged and active learners. It comprises of two separate tasks (15% each) due in Week-8 (Friday, 4pm) and Week-13 (4pm, the day prior to student's registered tutorial) . Details of tasks to be completed including the format, submission details and marking criteria will be available on iLearn.

Please note:

1. No extensions will be granted for either task. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty, or in this case zero mark for the task concerned). This penalty does not apply for cases in which a notification of disruption to studies is submitted and **approved**.
2. Transference of marks is not permissible across assessment tasks.

On successful completion you will be able to:

- Understand the concepts and approaches to e-business marketing
- Identify the different elements of the macro and micro-environment that impact on an organisation's e-marketing strategy
- Understand contemporary and emerging skills and capabilities required for marketing in the digital age
- Critically evaluate and reflect upon specific marketing decisions and e-marketing strategies through interactive learning techniques for individuals and groups

A3 Final Examination

Due: **University Examination Period**

Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that: i) the product belongs to the student and ii) the student has attained the knowledge and skills tested in the exam.

A closed-book 2 hours final examination for this unit will be held during the University Examination period.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations: <http://exams.mq.edu.au>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider submitting a disruption to studies notification. The University's policy on disruption to studies process is available at:

www.mq.edu.au/policy/docs/disruption_studies/policy.html

If a Supplementary Examination is granted as a result of the disruption to studies, the examination will be scheduled after the conclusion of the official examination period. The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

<http://www.mq.edu.au/policy/docs/examination/policy.htm>

On successful completion you will be able to:

- Understand the concepts and approaches to e-business marketing
- Identify the different elements of the macro and micro-environment that impact on an organisation's e-marketing strategy
- Understand contemporary and emerging skills and capabilities required for marketing in the digital age

Delivery and Resources

TEACHING AND LEARNING STRATEGY

The unit is delivered in a combination of lectures and tutorials/practicals. Students are expected to be active and engaged learners, contributing fully to tutorial/practical activities and discussions. Learning activities include individual and group tasks that are to be completed during private study and in the tutorials/practicals.

Classes & Requirements

- 13 classes in the semester made up of 3 hours face-to-face teaching per week. This consists of 1 x 2 hour lecture and 1 x 1 hour tutorial/practical (from Week-2).

- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au>
- **To complete this unit satisfactorily**, students must attend at least 80% of the scheduled tutorials/Practicals, starting in Week-2. Attendance will be taken in class.
- Students are expected to actively participate in classes, be prepared to work in small groups and discuss the materials assigned each week.
- Students are expected to arrive on time and not to leave until the class ends.

Prescribed and Recommended Texts and/or Materials

Prescribed Text [Strauss, J., & Frost, R. \(2014\). E-Marketing: International Version \(7th ed.\): Pearson Education. \(ISBN-13: 9780132953443\).](#) This text can be purchased from the Macquarie University Co-op Bookshop

Recommended texts etc. In addition to the required readings, students are strongly encouraged to read widely in the area and to particularly use the internet as a powerful source of research in this subject. Other recommended texts include:

[Kaufman, I., & Horton, C. \(2015\). Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students. New York: Routledge.](#)

[Heinze, A., Fletcher, G., Rashid, T., and Cruz, A. \(2017\). Digital and Social Media Marketing: A Results-Driven Approach. Routledge](#)

[Li, C., & Bernoff, J. \(2011\). Groundswell: Winning in a world transformed by social technologies \(expanded and revised ed.\). Boston, Massachusetts: Harvard Business Review Press.](#)

[Anderson, C. \(2009\). The Long Tail: How endless choice is creating unlimited demand. London: Random House Business Book.](#)

Technology Used and Required

- Use of a PC or laptop is required to complete tasks on iLearn and to access iLearn for course materials
- Software required: E.g., Word processing, PowerPoint, video/media player, Acrobat Reader, Internet Browser.

Unit Web Page

Course materials, including lecture notes, supplementary readings and course-related announcements etc are available on the learning management system (iLearn) at <https://ilearn.mq.edu.au>

Unit Schedule

Weekly Schedule will be available on iLearn.

Policies and Procedures

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

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy_2016.html

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, 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.

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Disruption to Studies Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A Disruption to Studies Policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Student Support

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

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

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.

Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Understand the concepts and approaches to e-business marketing
- Identify the different elements of the macro and micro-environment that impact on an

organisation's e-marketing strategy

- Understand contemporary and emerging skills and capabilities required for marketing in the digital age
- Critically evaluate and reflect upon specific marketing decisions and e-marketing strategies through interactive learning techniques for individuals and groups

Assessment tasks

- A1 Project
- A2 Assessed Coursework
- A3 Final Examination

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Understand the concepts and approaches to e-business marketing
- Identify the different elements of the macro and micro-environment that impact on an organisation's e-marketing strategy
- Understand contemporary and emerging skills and capabilities required for marketing in the digital age
- Critically evaluate and reflect upon specific marketing decisions and e-marketing strategies through interactive learning techniques for individuals and groups

Assessment tasks

- A1 Project
- A2 Assessed Coursework
- A3 Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Identify the different elements of the macro and micro-environment that impact on an organisation's e-marketing strategy
- Understand contemporary and emerging skills and capabilities required for marketing in the digital age
- Critically evaluate and reflect upon specific marketing decisions and e-marketing strategies through interactive learning techniques for individuals and groups

Assessment tasks

- A1 Project
- A2 Assessed Coursework

Changes from Previous Offering

Changes from previous offering include:

1. Assessment tasks: A "Project" comprising of a written report (individual) and a creative production i.e. website (group)
2. Tutorials/Practicals: Several of these classes will be run as workshops.

These changes are introduced based on students' feedback from previous offering.

Research & Practice, Global contexts & Sustainability

Research & Practice

This unit gives students opportunities to conduct their own research and gives them practice in applying research findings in their assignments. It uses research from external sources and Macquarie University researchers, for example:

Ang, Lawrence (2011). Community relationship management and social media, *Journal of Database Marketing & Customer Strategy Management*, 18, 31–38.

Global contexts & Sustainability

This unit prepares students for a globalised world of scientific and technological advance. In this unit, students will learn about the dynamic world of digital marketing. They will develop knowledge and understanding of the fundamentals of e-business marketing principles, which they can implement to support the strategy, desired goal and sustainable growth for both organisations and society at large.