



MKTG804

Digital Marketing Strategy

S2 Evening 2019

Department of Marketing

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General Information

Unit convenor and teaching staff

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4 Eastern rd, level 2, room 223

Tuesday 5-6pm

Oliver Manlutac

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Credit points

4

Prerequisites

MKTG696 or admission to MMktg or 4cp in ITEC units at 800 level

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:

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.

Assessment Tasks

Name	Weighting	Hurdle	Due
Class Activities	25%	No	Week 1 - Week 13
Digital Strategy Plan	40%	No	Week 7 & Week 13
Digital Marketing Report	35%	No	Monday of Week 10, 11:59pm

Class Activities

Due: **Week 1 - Week 13**

Weighting: **25%**

Task Description Class activities include online discussions on iLearn, in-class activities, class and group discussions, Harvard Business case studies, and weekly wrap-up quizzes, which will assist in better engaging the students, ensuring a comprehensive learning experience.

Due date **Week 1 to Week 13** **Link to learning outcome** LO1, LO2 & LO3 **Type of**

collaboration Individual and Group **Submission** In-class and online submission on [iLearn](#)

Format Please refer to the [iLearn](#) Unit Page **Length** Please refer to the [iLearn](#) Unit Page

More information and supplementary documents will be located on iLearn and discussed in class.

Marking criteria will be posted on iLearn.

No extensions will be granted. Late submission is subject to penalty except for cases of approved Special Consideration.

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.

Digital Strategy Plan

Due: **Week 7 & Week 13**

Weighting: **40%**

Task Description

For this assessment task students will work both individually and as a group to design 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, ...).

Due date

Individual Plan: Monday of Week 7, 11:59pm

Group Presentation/Pitch: Week 13

Link to learning outcome LO1 & LO2 **Type of collaboration** Individual & Group **Submission**

To be submitted via Turnitin on [iLearn](#) **Format** Please refer to the [iLearn](#) Unit Page **Length**

- **Individual Plan: 20% (1500+10% words)**
- **Digital Strategy Pitch: 20% (10 minutes video presentation + 5 minutes in-class pitch + 10 minutes Q&A session)**

More information and supplementary documents will be located on iLearn and discussed in class.

Marking criteria will be posted on iLearn.

No extensions will be granted. Late submission is subject to penalty. 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). This penalty does not apply for cases in which an application for Special Consideration is made and approved.

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.

Digital Marketing Report

Due: **Monday of Week 10, 11:59pm**

Weighting: **35%**

Task Description

The digital marketing report focuses on conducting a critical analysis of a real-world brand digital marketing presence across various digital channels, evaluating the brand digital 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.

Due date Monday of Week 10, 11:59pm Link to learning outcome LO1 & LO3 **Type of collaboration** Individual **Submission** To be submitted via Turnitin on [iLearn](#) **Format** Please refer to the [iLearn](#) Unit Page **Length 2500 words ±10%**

More information and supplementary documents will be located on iLearn and discussed in class.

Marking criteria will be posted on iLearn.

No extensions will be granted. Late submission is subject to penalty. 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). This penalty does not apply for cases in which an application for Special Consideration is made and approved.

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.

Delivery and Resources

TEACHING AND LEARNING STRATEGY

The unit is delivered in workshop format. Students are expected to be active and engaged learners, contributing fully to workshop sessions. Learning activities include individual and group tasks that are to be completed during private study and in the workshops. Students need to read in advance of workshop sessions, participate in classes and online discussion forum, be prepared to work in small groups and discuss the materials assigned each week.

The lecture notes will be posted on iLearn at <https://ilearn.mq.edu.au> on a weekly basis.

CLASSES

- There are 3 hours of classes each week. These are run as a workshop and will consist of lectures and class activities and discussions.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Students are expected to participate in classes, be prepared to work in small groups and discuss the materials assigned each week.
- **To complete this unit satisfactorily**, students are expected to attend at least 80% of the scheduled classes. Attendance will be taken in class.
- Students are expected to arrive on time and not to leave until the class ends.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed Text:

Chaffey, D. and Ellis-Chadwick, F., 2019. *Digital marketing*. Pearson UK.

Reading List A list of supplementary readings will be provided via iLearn.

Recommended texts: students are strongly encouraged to read widely in the area and to particularly use the World-Wide-Web as a powerful source of research in this subject. Other recommended texts include:

Hanlon, A., 2019. *Digital Marketing: Strategic Planning & Integration*. SAGE Publications Limited.

Kingsnorth, S., 2019. *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.

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 recorder & video/media player, Acrobat Reader.

UNIT WEB PAGE

Course materials, including lecture notes, list of supplementary readings and course-related announcements, 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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

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

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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 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.businessandconomics.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

If you are a Global MBA student contact globalmba.support@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

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcome

- Critically analyse and evaluate firms digital marketing strategies and provide managerial recommendations.

Assessment task

- Digital Marketing Report

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of

knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- 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.

Assessment tasks

- Class Activities
- Digital Strategy Plan
- Digital Marketing Report

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- 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.

Assessment tasks

- Class Activities
- Digital Strategy Plan
- Digital Marketing Report

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and

problem solving.

This graduate capability is supported by:

Learning outcomes

- 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.

Assessment tasks

- Digital Strategy Plan
- Digital Marketing Report

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome

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

Assessment tasks

- Class Activities
- Digital Strategy Plan

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcome

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

Assessment task

- Class Activities

Changes from Previous Offering

This unit is a new development.

Global and 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.

Research and Practice