



MKTG3006

Digital Marketing

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor / Lecturer

Dr LayPeng Tan

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Contact via Email or iLearn

Room 138, 3 Management Drive

Thursday 3pm to 4pm

Oliver Manlutac

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Credit points

10

Prerequisites

20cp at 2000 level or above including 10cp in MKTG units and (STAT150 or STAT1250 or STAT170 or STAT1170 or STAT171 or STAT1371)

Corequisites

Co-badged status

Unit description

Business today is increasingly confronted with the need to participate in and manage a real-time digital environment. Marketers are expected to adopt digital mindsets and be fluent with digital business strategies. Such understanding and skills help them to take advantage of digital technologies to gain a competitive advantage. This unit develops students' knowledge and skills in digital marketing. The unit focuses on the key concepts and frameworks used in digital marketing strategy, implementation and practice. Attention is given to the use of contemporary digital marketing applications in value creation, customer acquisition, customer retention and development.

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: Appraise the concepts and approaches to digital marketing.

ULO2: Evaluate contemporary and emerging skills and capabilities required for marketing in the digital age.

ULO3: Develop and craft digital marketing strategies through practical interactive activities

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult [iLearn](#) for revised unit information.

[Find out more about the Coronavirus \(COVID-19\) and potential impacts on staff and students](#)

General Assessment Information

*Late assessment submissions must also be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.*

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

TEACHING AND LEARNING STRATEGY

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

Classes & Requirements

- 38 contact hours made up of 13 x 2 hours weekly lectures, and 6 x 2 hours alternate week

workshops.

- 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 all six (6) scheduled workshops, starting in Week-2 or Week-3 (Please check your timetable carefully). Attendance will be taken in class.
- Students are expected to actively participate in classes, be prepared to work in small groups and complete the tasks assigned each workshop.
- Students are expected to arrive on time and not to leave until the class ends.

Recommended Texts and/or Materials

Recommended text: [Strauss, J., & Frost, R. \(2014\). E-Marketing: International Version \(7th ed.\): Pearson Education. \(ISBN-13: 9780132953443\).](#)

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

Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult [iLearn](#) for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

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.*)

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

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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [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

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.

Changes from Previous Offering

No major change from previous offering.