



MKTG3013

Marketing Media Insights

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Coordinator and Lecturer

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Contact via Email

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Monday 10-11am

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Credit points

10

Prerequisites

130cp at 1000 level or above including ((MKTG202 or MKTG2002) and (MKTG204 or MKTG2004))

Corequisites

Co-badged status

Unit description

The marketing media landscape has changed drastically over the past decade. The rise of new media such as digital and social media has changed the ways in which companies communicate and interact with consumers. More importantly, it opens new channels that allow companies to gain immediate and strategic insights into consumer trends and their target market. As such, a company's ability to transform data generated from various traditional and new media sources into business insights creates a competitive advantage to ensure their survival and prosperity.

This unit enables students to develop a knowledge of the trends changing the current marketing media landscape. Students will learn how to use different analytic software packages, such as SAS and Excel, to analyse both structured and unstructured data that are produced by various marketing media sources. Student also will learn how to transform results into actionable insights and will develop an ability to communicate and explain their insights in an engaging and effective way.

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: Investigate the challenges, critical factors and organizational impacts faced by companies in deriving insights from different marketing media sources.

ULO2: Critically evaluate the diversity in the data that are generated by different marketing media sources and formulate appropriate approaches to analysis.

ULO3: Analyse both structured and unstructured data to derive business insights that can inform marketing strategies.

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

This unit has 3 hours of face-to-face teaching per week, consisting of a 1-hour lecture at lecture theatre and a 2-hours computer lab-based workshop as per unit schedule during the semester. The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au>.

Successful completion of this unit requires the student to submit all assessment tasks and achieve at least 50% in total.

Access to a personal computer, internet, Microsoft Excel, Microsoft Word, and Microsoft Powerpoint is required to complete learning activities and assessment tasks.

Throughout the semester, a combination of selected chapters from different textbooks, journal articles, and online materials (e.g. links to websites, online videos) will be used as learning resources. Following is the list of key required reading/viewing resources; details of learning materials for each week will be available in iLearn.

Books:

Katz, H. (2016). *The media handbook: A complete guide to advertising media selection, planning, research, and buying*. Routledge. (Chapter 1 & 7; [MQ library eBook access](#))

Journal articles:

Berger, J., Humphreys, A., Ludwig, S., Moe, W. W., Netzer, O., & Schweidel, D. A. (2020). Uniting the tribes: Using text for marketing insight. *Journal of Marketing*, 84(1), 1-25. <https://journals.sagepub.com/doi/full/10.1177/0022242919873106>

Kunz, W., Aksoy, L., Bart, Y., Heinonen, K., Kabadayi, S., Ordenes, F. V., ... & Theodoulidis, B. (2017). Customer engagement in a big data world. *Journal of Services Marketing* <https://www.emerald.com/insight/content/doi/10.1108/JSM-10-2016-0352>

Iacobucci, D., Petrescu, M., Krishen, A., & Bendixen, M. (2019). The state of marketing analytics in research and practice. *Journal of Marketing Analytics*, 7(3), 152-181. <https://link.springer.com/article/10.1057/s41270-019-00059-2>

Wedel, M., & Kannan, P. K. (2016). Marketing analytics for data-rich environments. *Journal of Marketing*, 80(6), 97-121. <https://journals.sagepub.com/doi/pdf/10.1509/jm.15.0413>

Online resources:

Essential data analytics terms <https://www.business.com/articles/30-essential-data-analytics-terms-every-marketer-should-know/>

Marketing analytics: What it is and why it matters https://www.sas.com/en_us/insights/marketing/marketing-analytics.html

SAS Contextual Analysis user guide https://support.sas.com/documentation/onlinedoc/ca/14.2/ut_aqsug.pdf

MOZ keyword research: The beginner's Guide <https://moz.com/beginners-guide-to-seo/keyword-research>

SAS Visual Analytics tutorials <https://video.sas.com/category/videos/sas-visual-analytics>

Google Analytics for beginners <https://analytics.google.com/analytics/academy/course/6>

How to use Google Keyword planner <https://ahrefs.com/blog/google-keyword-planner/>

Grow with Facebook Analytics <https://analytics.facebook.com/success-stories>

MOZ SEO analysis guide <https://moz.com/seo-competitor-analysis>

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

Please refer to 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

Not applicable - this unit will be delivered for the first time in 2020 S1.