



# MKTG8004

## Digital Marketing Strategy

Session 2, Special circumstance 2020

*Department of Marketing*

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#### 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.

#### Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

Dr Helen Siuki

[helen.siuki@mq.edu.au](mailto:helen.siuki@mq.edu.au)

3 Management Drive, room 148

Wednesdays 5-6pm

Credit points

10

Prerequisites

Admission to MMktg or MInfoSysMgmt or MIntBus

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

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: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Participatory task</a>	20%	No	Week 1-Week 13
<a href="#">Digital Marketing Strategy Plan</a>	40%	No	Monday of Week 7 & Weeks 12/13
<a href="#">Digital Marketing Report</a>	40%	No	Monday of Week 10, 11:59pm

### Participatory task

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 24 hours

Due: **Week 1-Week 13**

Weighting: **20%**

Participatory activities include online discussions on iLearn, in-class activities/ class and group discussions, quizzes, and Harvard Business case studies. You will work individually and in a group.

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.

### Digital Marketing Strategy Plan

Assessment Type <sup>1</sup>: Plan

Indicative Time on Task <sup>2</sup>: 36 hours

Due: **Monday of Week 7 & Weeks 12/13**

Weighting: **40%**

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).

Individually: each student will need to propose their creative ideas and strategies on developing a digital marketing strategic plan, and submit it in week 7 (20%).

As a group: Presenting the group's final digital strategy plan to the class and a panel of digital experts (20%). Each group (3 students) should integrate the best ideas, and strategies proposed by each member in their Individual Plan, applying the lecturer's feedback, to develop and present the group's final digital marketing strategic plan, and pitch it to the class and a panel of digital experts. The top performing group(s) will be selected based on the panel's votes.

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 <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 30 hours

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

Weighting: **40%**

The digital marketing report is an individual assessment. 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, content development, implementation and monitoring, ...), providing managerial recommendations for improving the brand's digital marketing footprint.

Students are required to support their analysis, arguments, and recommendations with appropriate referencing to academic literature. At least six (6) high-quality marketing journal articles should be incorporated.

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.

<sup>1</sup> 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.

<sup>2</sup> 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

### 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 1.5 hr weekly workshop sessions which consist of class activities and discussions. Pre-recorded lectures will be available on iLearn prior to each workshop session.

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.*

A list of required reading Harvard Business case studies will be available on iLearn.

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.

### 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., Zoom, Word processing, PowerPoint, video recorder & video/media player, Acrobat Reader.

## Unit Schedule

Please find unit schedule 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](mailto: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](mailto: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/](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 changes from previous offering.