



# G MBA8024

## Know Your Customers

Coursera term 5, Fully online/virtual 2021

*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.

#### **Session 2 Learning and Teaching Update**

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

## General Information

Unit convenor and teaching staff

Unit Convenor

Syed Rahman

[syed.rahman@mq.edu.au](mailto:syed.rahman@mq.edu.au)

Credit points

5

Prerequisites

Admission to GMBA or GradCertGlobalBusPrac

Corequisites

Co-badged status

Unit description

This unit helps students understand the customer and the value they add to an organisation as well as how an organisation can benefit a customer. It introduces theories and techniques of marketing analytics in the context of various marketing decision-making environments. Students will explore the nature and role of digital and social marketing for generating customer value. The unit will introduce students to customer analytics and methods of segmentation to determine a customer's lifetime value to an organisation. Topics are reinforced by the use of actual marketplace data and analytics to measure and estimate the effects of an organisation's marketing effort.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://students.mq.edu.au/important-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

**ULO1:** Analyse the concept of customer value and its importance to an organisation.

**ULO2:** Explore the types of customer data that are collected, both by traditional and digital methods.

**ULO3:** Examine the tools used and determine what works best to solve which problem.

**ULO4:** Use customer data to both understand the current situation and develop and drive strategy.

**ULO5:** Critically assess various digital and social marketing and their role in creating and measuring value.

## General Assessment Information

### Submission

Submission of assessment tasks is via Coursera or as otherwise instructed on Coursera.

For written assessment tasks, you must submit in either **PDF or Word (.doc) file types**. It is your responsibility to ensure your submission is accessible. If your submission cannot be opened, late penalties will apply for submitting the correct file after the due date.

For individual submissions, please use the following naming convention for your file:

lastname-firstname-GMBA8xxx-A1(or A2)

For group submissions, please use the following naming convention for your file:

team-number-GMBA8xxx-A1(or A2)

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### Late Assessment Policy:

Late assessment submissions must be submitted through the appropriate submission link on Coursera. No extensions will be granted. 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 be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for Special Consideration Policy must be made within five (5) business days of the due date and time

If you would like to apply for Special Consideration please submit a request via [ask.mq.edu.au](http://ask.mq.edu.au)

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### Commercial in Confidence

Please note that you must not disclose any information marked 'Commercial in Confidence' without permission from the party who supplied it (e.g., your current or previous employer, customers, etc.).

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Developing a customer journey</a>	40%	No	9 September, 11:59pm
<a href="#">Refining a customer journey</a>	60%	No	30 September, 11:59pm

## Developing a customer journey

Assessment Type <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **9 September, 11:59pm**

Weighting: **40%**

Length: 1,500 words (excl. references) for the activity analysis, plus a copy of your persona and your customer journey map. Format: PDF document including the information above in one file.

Task: The purpose of this assignment is for you to examine how consumers use digital and traditional channels together as part of the purchase process. There are three parts to this assignment: You will need to select a product or service to analyse, determine a key target segment and develop a representative persona, and create a customer journey map based on that persona.

On successful completion you will be able to:

- Explore the types of customer data that are collected, both by traditional and digital methods.
- Examine the tools used and determine what works best to solve which problem.

## Refining a customer journey

Assessment Type <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 14 hours

Due: **30 September, 11:59pm**

Weighting: **60%**

Length: 2,500 words (excl. references) for the analysis, plus a copy of your updated persona and your updated customer journey map. Format: PDF document including the information above in one file. Task: The purpose of this assignment is to help you develop a deeper understanding of how consumers use digital and traditional channels together as part of the purchase process. There are three parts to this assignment: Taking the persona and customer journey map you developed in the first assignment, you will need to conduct primary research in order to refine those outputs, analyse the results, and update your persona and customer journey map with the new information.

On successful completion you will be able to:

- Analyse the concept of customer value and its importance to an organisation.

- Explore the types of customer data that are collected, both by traditional and digital methods.
- Use customer data to both understand the current situation and develop and drive strategy.
- Critically assess various digital and social marketing and their role in creating and measuring value.

<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 [Learning Skills Unit](#) 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

### Required text

There is no required textbook for this unit. Please refer to the weekly required readings in your online unit. All readings are available via the Macquarie University library and do not need to be purchased separately.

### Delivery method

This unit will be delivered entirely online via the Coursera Learning Management System. Access to a personal computer is required to access the resources and learning materials on Coursera.

## Unit Schedule

For this unit, Live Events (via Zoom) will take place each week starting in Week 1 and ending in Week 6. The links to the events are available via **Live Events** in the Coursera unit.

Attending the Live Event each week is an opportunity to engage with the unit content, your Unit Convenor, and classmates. Students are encouraged to complete specified Live Event preparation learning activities prior to each scheduled Live Event in order to get the most value out of these sessions. Students are strongly advised to attend the Live Events. Recordings of the live events will be made available within 24 hours of the event and can be accessed via the Coursera unit content.

**Please note:** The teaching schedule is subject to change. Please refer to your Coursera unit for a detailed Live Event schedule.

Week	Live Events	Assessments
1	Wednesday 25 August, 8-9am	

Week	Live Events	Assessments
2	Wednesday 1 September, 8-9am	
3	Wednesday 8 September, 8-9am	A1 due: 9 September, 11:59pm
4	Wednesday 15 September, 8-9am	
5	Wednesday 22 September, 8-9am	
6	Wednesday 29 September, 8-9am	A2 due: 30 September, 11:59pm

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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](https://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://stu>

[dents.mq.edu.au/support/](https://dents.mq.edu.au/support/)

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](https://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 Enquiry Service

For all student enquiries, visit Student Connect at [ask.mq.edu.au](https://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Equity 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.

## 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.