MKTG2006
Marketing Technologies
Session 2, Special circumstances 2021

Department of Marketing

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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 Convener
Dr. Ivan Ho
i.ho@mq.edu.au
Contact via Contact via Email or iLearn
Room 145, 3 Management Drive
Tuesday 10-11am, Wednesday 1-2pm

Credit points
10

Prerequisites
Admission to BMktgMedia and 50cp at 1000 level or above including ((MKTG101 or MKTG1001) and (MKTG1003 or MKTG203))

Corequisites

Co-badged status

Unit description
The field of marketing is becoming more technology and data-driven. Companies are increasingly demanding marketing talents who possess the ability to navigate and harness digital touchpoints in creating a personalised brand and user experience. This unit develops students' knowledge on the role of customer data, marketing automation, and intelligent workflow design in uncovering marketing insights, optimising the marketing mix, and facilitating greater marketing agility. This unit bridges the gap between marketing and technology, and develops students' knowledge of technology platforms, skills in analytical thinking and problem solving and understanding of digital-sustainable marketing strategy.

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: Identify and explain the role of technology and data in enhancing marketing strategies.
ULO2: Analyse and interpret marketing practices that use technology to solve problems.
ULO3: Critically evaluate the capacity for technology to foster sustainable marketing practices.

General Assessment Information

Late submissions of assignments:

Sometimes unavoidable circumstances occur that might prevent you from submitting an assignment on time and, in that case, you may be eligible to lodge a Special Consideration request.

Unless a Special Consideration request has been submitted and approved, please note that no extensions to assignment deadlines will be granted. Assignments that are submitted late will attract a late penalty:

1. 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.
2. No assignment will be accepted more than 72 hours after the due date and time (incl. weekends) after the original due date.
3. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less of the total unit assessment.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice-based activities</td>
<td>20%</td>
<td>No</td>
<td>Week 3-12</td>
</tr>
<tr>
<td>MarTech Report</td>
<td>40%</td>
<td>No</td>
<td>Week 9</td>
</tr>
<tr>
<td>Case Study Analysis</td>
<td>40%</td>
<td>No</td>
<td>Week 13</td>
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Practice-based activities

Assessment Type 1: Participatory task
Indicative Time on Task 2: 15 hours
Due: Week 3-12
Weighting: 20%

Discussion topics and tasks related to marketing technologies will be given to students during weekly tutorials (4 * 5%).

On successful completion you will be able to:
Identify and explain the role of technology and data in enhancing marketing strategies.

Analyse and interpret marketing practices that use technology to solve problems.

**MarTech Report**

Assessment Type: Report

Indicative Time on Task: 17.5 hours

Due: **Week 9**

Weighting: **40%**

This is an individual report in which students have to research and critique how specific marketing technologies have been applied in recent years to enhance marketing strategies and its executions. 2,000 words.

On successful completion you will be able to:

- Identify and explain the role of technology and data in enhancing marketing strategies.
- Critically evaluate the capacity for technology to foster sustainable marketing practices.

**Case Study Analysis**

Assessment Type: Case study/analysis

Indicative Time on Task: 17.5 hours

Due: **Week 13**

Weighting: **40%**

This is a problem-based case study given to students, where they have to critically analyse the application of technologies in marketing, with a focus on the ethical and sustainable use of customer data in developing marketing strategies. This is an individual-based assignment. 2,000 words.

On successful completion you will be able to:

- Analyse and interpret marketing practices that use technology to solve problems.
- Critically evaluate the capacity for technology to foster sustainable marketing practices.

1 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.

2 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

• This unit is offered in weekday mode, with a combination of weekly pre-recorded lectures (1.5-hour) and tutorials (1.5-hour)
• Students are expected to be active and engaged learners, contributing fully unit activities and topic discussions
• Learning activities include individual and group tasks that are to be completed during private study and in tutorials

Prescribed Textbook

• There is no prescribed textbook for this unit

Recommended Texts


Recommended Journal Articles

• Thomaz, F., Salge, C., Karahanna, E., & Hulland, J. (2020). Learning from the Dark

**Recommended Learning Resources**

- Macquarie University Library and Google Scholar provide students with access to electronic databases, including academic peer-reviewed journals, books, articles, and videos.
- Students are also encouraged to read peer-reviewed journals from other disciplines when relevant.

**Unit Schedule**

Please refer to [iLearn](https://ielearn.mq.edu.au).

**Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](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). 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) 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](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
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 Enquiry Service

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

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/.

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 since First Published

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<tbody>
<tr>
<td>16/07/2021</td>
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<td>Date</td>
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