



# MKTG3013

## Marketing Media Insights

Session 1, Special circumstances 2021

*Department of Marketing*

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#### **Disclaimer**

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#### **Notice**

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

To check the availability of face-to-face 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  
Unit Coordinator and Lecturer  
Dr Syed Rahman  
[syed.rahman@mq.edu.au](mailto:syed.rahman@mq.edu.au)  
Contact via [syed.rahman@mq.edu.au](mailto:syed.rahman@mq.edu.au)  
Room 142, 3 Management Drive  
Thursday 12-1pm

Credit points  
10

Prerequisites  
40cp at 2000 level or above including MKTG2002 or MKTG202

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.

## 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="#">In-Class Tests</a>	15%	No	Week 3, 5, 7
<a href="#">Search Engine Analytics Report</a>	35%	No	Week 8
<a href="#">Marketing Media Insights Report</a>	50%	No	Week 13

### In-Class Tests

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 3 hours

Due: **Week 3, 5, 7**

Weighting: **15%**

This is an individual assessment that requires students to derive insights from structured information generated through various media sources and answer short questions related to different marketing problems. Specific instructions and rubric will be provided on iLearn. Length: 15% (5% × 3) - 500 words each submission Students will complete short answer responses compiled into a single Microsoft Word document to be submitted via Turnitin

On successful completion you will be able to:

- Investigate the challenges, critical factors and organizational impacts faced by companies in deriving insights from different marketing media sources.
- Critically evaluate the diversity in the data that are generated by different marketing media sources and formulate appropriate approaches to analysis.

## Search Engine Analytics Report

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

Indicative Time on Task <sup>2</sup>: 17.5 hours

Due: **Week 8**

Weighting: **35%**

This is an individual assessment that requires students to demonstrate cognitive knowledge of the skills required to formulate appropriate approaches in deriving actionable insights by analysing data (e.g., textual data) generated by search engines. In addition, students will be required to propose appropriate marketing actions to optimise search engine performance of a business. Specific instructions and rubric will be provided on iLearn. Length: 2,000 words

On successful completion you will be able to:

- Investigate the challenges, critical factors and organizational impacts faced by companies in deriving insights from different marketing media sources.
- Critically evaluate the diversity in the data that are generated by different marketing media sources and formulate appropriate approaches to analysis.
- Analyse both structured and unstructured data to derive business insights that can inform marketing strategies.

## Marketing Media Insights Report

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

Indicative Time on Task <sup>2</sup>: 24.5 hours

Due: **Week 13**

Weighting: **50%**

This is an individual assessment that requires students to demonstrate cognitive knowledge of the skills required to derive actionable business insights by analysing both structured and unstructured (i.e., textual data) information generated on different marketing media. In addition, students will be required to explore insights into the trends, patterns, or sentiments in the data to better inform marketing decision making. Students will learn the necessary skills to perform the analysis required for this assessment during the lab sessions; students have to maintain and submit their lab book (i.e., the record of lab activities) as part of this assessment. Specific

instructions and rubric will be provided on iLearn. Length: 2,000 words report and lab book

On successful completion you will be able to:

- Investigate the challenges, critical factors and organizational impacts faced by companies in deriving insights from different marketing media sources.
- Critically evaluate the diversity in the data that are generated by different marketing media sources and formulate appropriate approaches to analysis.
- Analyse both structured and unstructured data to derive business insights that can inform marketing strategies.

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<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

This unit has 3 hours of teaching per week, consisting of a 1-hour lecture and a 2-hours 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://journ>

[als.sagepub.com/doi/full/10.1177/0022242919873106](https://als.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](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](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

Please refer to iLearn.

## 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](http://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](http://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](http://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

The word limit for the 50% assessment 'Marketing Media Insights Report' reduced to 2000 words from 2500.

No other changes in the assessments.