



MKTG3006

Digital Marketing

Session 1, Special circumstances 2021

Department of Marketing

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	6
<u>Policies and Procedures</u>	6
<u>Changes from Previous Offering</u>	7

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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 Convenor / Lecturer

LayPeng Tan

laypeng.tan@mq.edu.au

Contact via E-mail or iLearn Discussion Forum

Room 138, 3 Management Drive, Macquarie University.

Please see unit iLearn site for details

Credit points

10

Prerequisites

40cp at 2000 level or above including MKTG2002 or MKTG202

Corequisites

Co-badged status

Unit description

Business today is increasingly confronted with the need to participate in and manage a real-time digital environment. Marketers are expected to adopt digital mindsets and be fluent with digital business strategies. Such understanding and skills help them to take advantage of digital technologies to gain a competitive advantage. This unit develops students' knowledge and skills in digital marketing. The unit focuses on the key concepts and frameworks used in digital marketing strategy, implementation and practice. Attention is given to the use of contemporary digital marketing applications in value creation, customer acquisition, customer retention and development.

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: Explain and apply the theories and concepts underpinning digital marketing

ULO2: Apply skills and capabilities required for marketing in the digital age

ULO3: Design digital marketing strategies to launch and grow a digital business

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.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Practice-Based Task</u>	30%	No	Week-2 to Week-13
<u>Competitive Analysis Report</u>	30%	No	Week-6
<u>Project</u>	40%	No	Week 11/12/13

Practice-Based Task

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 25 hours

Due: **Week-2 to Week-13**

Weighting: **30%**

Four practice-based assessment tasks will be given throughout the semester. Some of these are take-home tasks, others are to be completed during the workshops. Students must submit a total of three (3) tasks for grading. Each task is worth 10%.

On successful completion you will be able to:

- Explain and apply the theories and concepts underpinning digital marketing
- Apply skills and capabilities required for marketing in the digital age
- Design digital marketing strategies to launch and grow a digital business

Competitive Analysis Report

Assessment Type ¹: Report

Indicative Time on Task ²: 25 hours

Due: **Week-6**

Weighting: **30%**

This is an individual assessment wherein students must complete a written competitive analysis report (2,000 words). Students' in-depth understanding of the competitive landscape will inform their digital marketing strategies in the group projects (Assessment 3).

On successful completion you will be able to:

- Explain and apply the theories and concepts underpinning digital marketing
- Apply skills and capabilities required for marketing in the digital age

Project

Assessment Type ¹: Project

Indicative Time on Task ²: 25 hours

Due: **Week 11/12/13**

Weighting: **40%**

The project is designed to provide students with insights into how marketing technologies, tools, and applications can be used to develop digital marketing strategy. This assessment includes: 1) Building a Project Website (Group: 15%), and 2) Video Recorded Presentation with supporting materials (15 minutes, Individual: 20%, Group: 5%).

On successful completion you will be able to:

- Explain and apply the theories and concepts underpinning digital marketing
- Apply skills and capabilities required for marketing in the digital age
- Design digital marketing strategies to launch and grow a digital business

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 [Writing Centre](#) 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

The unit is delivered in a combination of lectures and workshops. Students are expected to be active and engaged learners, contributing fully to workshop activities and discussions. Learning activities include individual and group tasks that are to be completed during private study and in the workshops.

Classes & Requirements

- **Lecture contents:** Pre-recorded lecture contents will be uploaded to iLearn every week. On selected weeks, there will be guest lectures by industry speakers. These sessions will be live via Zoom and will be recorded. More information will be available on iLearn.
- **Workshop:** 6 x 2 hours alternate week workshops. Workshops are available in either on-campus (face-to-face) or online delivery. The workshop contents are the same but the learning & teaching strategy might differ across the two delivery modes. To ensure that all workshops run smoothly, students who have registered for on-campus workshops are expected to attend all six workshops on-campus (unless for COVID-related restrictions). Likewise, online students will attend all six workshops online.
- **To complete this unit satisfactorily**, students must attend all six (6) scheduled workshops, starting in Week-2 or Week-3 (Please check your timetable carefully). Attendance will be taken in class.
- The timetable for classes can be found on the University web site at:
<http://www.timetables.mq.edu.au>
- Students are expected to complete preparatory work before attending workshops, actively participate in workshops, be prepared to work in small groups and complete the tasks assigned in each workshop.
- Students are expected to arrive on time and not to leave until the workshop ends.

Recommended Materials

There is no prescribed textbook for this unit. Students are strongly encouraged to read widely in the area of Digital Marketing and to particularly use the internet as a powerful source of research in this subject. Other recommended materials include:

Chaffey, D. & Ellis-Chadwick, F. (2019). Digital Marketing, Pearson Education Limited,. [Online Access via Macquarie University Library.](#)

Hall, S. (2021). B2B digital marketing strategy : how to use new frameworks and models to achieve growth. London: Kogan Page. [Online Access via Macquarie University Library.](#)

[Kaufman, I., & Horton, C. \(2015\). Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students. New York: Routledge.](#)

[Li, C., & Bernoff, J. \(2011\). Groundswell: Winning in a world transformed by social technologies \(expanded and revised ed.\). Boston, Massachusetts: Harvard Business Review Press.](#)

Journal of Interactive Marketing. [Online Access via Macquarie University Library.](#)

Unit Schedule

Weekly Schedule will be available on 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 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://stu>

dents.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

Some minor changes in the assessments include (underlined below):

Practice-Based Task (A1):

Four practice-based assessment tasks will be given throughout the semester. Some of these are take-home tasks, others are to be completed during the workshops. Students must submit a total of three (3) tasks for grading. Each task is worth 10%.

Competitive Analysis Report (A2):

It is now worth 30%. Word limit: 2,000 words

Project (A3):

The total is worth 40%. This assessment includes: 1) Building a Project Website (Group: 15%), and 2) Video Recorded Presentation with supporting materials (15 minutes, Individual: 20%, Group: 5%).