



MKTG3006

Digital Marketing

Session 1, In person-scheduled-weekday, North Ryde 2022

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor / Lecturer

LayPeng Tan

laypeng.tan@mq.edu.au

Contact via E-mail

Room 138, 3 Management Drive, Macquarie University.

Tuesday 4-5pm

Credit points

10

Prerequisites

40cp at 2000 level or above including MKTG2004 or MKTG204 or MKTG2008 or MKTG208

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: Critically apply the theories and concepts underpinning digital marketing.

ULO2: Critically analyse and evaluate the digital marketing strategies of a business

ULO3: Design digital marketing strategies to launch and grow a digital business and communicate the strategies in a professional manner to the audience

General Assessment Information

Late submissions of assessments

Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

Table 1: Penalty calculation based on submission time

Submission time after the due date (including weekends)	Penalty (% of available assessment task mark)	Example: for a non-timed assessment task marked out of 30
< 24 hours	10%	10% x 30 marks = 3-mark deduction
24-48 hours	20%	20% x 30 marks = 6-mark deduction
48-72 hours	30%	30% x 30 marks = 9-mark deduction
72-96 hours	40%	40% x 30 marks = 12-mark deduction
> 96 hours	100%	Assignment won't be accepted

Special Consideration

To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

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-7
<u>Project</u>	40%	No	Week-12 and Week-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%**

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:

- Critically apply the theories and concepts underpinning digital marketing.

Competitive Analysis Report

Assessment Type ¹: Report

Indicative Time on Task ²: 25 hours

Due: **Week-7**

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:

- Critically analyse and evaluate the digital marketing strategies of a business

Project

Assessment Type ¹: Project

Indicative Time on Task ²: 25 hours

Due: **Week-12 and Week-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:

- Design digital marketing strategies to launch and grow a digital business and communicate the strategies in a professional manner to the audience

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 & Workshop:** This course will be delivered in online and face-to-face modes. Students enrolled in ONLINE DELIVERY: there will be 1-hour online pre-recorded lecture on a weekly basis, plus a 1.5-hour online weekly workshop, and 0.5-hour asynchronous activities. Students enrolled in FACE-TO-FACE DELIVERY: there will be 1-hour online pre-recorded lecture on a weekly basis, plus a 1.5-hour face-to-face weekly workshop on campus, and 0.5-hour asynchronous activities.
- **To complete this unit satisfactorily**, students must attend all workshops. Some Practice-Based Assessment Tasks must be completed in-class, during workshops.
- 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

Please see unit [iLearn](#) site for details

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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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>

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

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual

assault

- [Social support including information about finances, tenancy and legal issues](#)

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

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

Key changes include:

1. **Workshops:** 1.5 hours, every week from Week-1 to Week-13.
2. **Assessment:** Practice-Based 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%.