GMBA8024

Know Your Customers

Coursera term 2, Online-scheduled-weekday 2022

Department of Marketing

Contents

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General Information

Unit convenor and teaching staff
Unit Convenor
Dr Syed Rahman
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Room 230, 3 Management Drive

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://www.mq.edu.au/study/calendar-of-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

Referencing

Please use the American Psychological Association (APA) 6th edition reference style. This means that when referring to an article or book etc, you indicate the author's name followed by the year of publication (Jones, 1989). For multiple authors include all names (Jones, Smith, & Wilson, 1990). If you use a direct quote put the quoted words in "quotation marks" and include the page number with the reference (Jones, 1989, p. 76). A reference list should be presented in alphabetical order at the end of the paper. Further information on APA style is available at http://libguides.mq.edu.au/content.php?pid=85232&sid=634282

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.).

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.

Word limits

Anything beyond a stated assessment word limit (other than your reference list) may not be marked. Seek any further clarification from the unit convenor.

Assessment Tasks

Name	Weighting	Hurdle	Due
Developing a customer journey	40%	No	24 March 2022, 11:59pm (AEST)
Refining a customer journey	60%	No	14 April 2022, 11:59pm (AEST)

Developing a customer journey

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 10 hours
Due: **24 March 2022, 11:59pm (AEST)**
Weighting: **40%**

Length: 1,000 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 [1]: Case study/analysis
Indicative Time on Task [2]: 14 hours
Due: **14 April 2022, 11:59pm (AEST)**

Weighting: **60%**

Length: 1,800 - 2,000 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.

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[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

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 the web conferencing software Zoom) will take place once a week starting in Week 1 and ending in Week 6. The links to the events are available via **Live Events** in the online unit. 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 **Resources** in the online 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.

Please note: The teaching schedule is subject to change. Please refer to your online unit for the latest schedule.

Week	Live Events	Assessments
1	Webinar: Wed 9 March 2022, 6-7pm (AEDT)	
2	Webinar: Wed 16 March 2022, 6-7pm (AEDT)	
3	Webinar: Wed 23 March 2022, 6-7pm (AEDT)	A1 due: 24 March 2022, 11:59pm (AEDT)
4	Webinar: Wed 30 March 2022, 6-7pm (AEDT)	
5	Webinar: Wed 6 April 2022, 6-7pm (AEST)	
6	Webinar: Wed 13 April 2022, 6-7pm (AEST)	A2 due: 14 April 2022, 11:59pm (AEST)

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 since First Published

Date	Description
11/02/2022	Added a note about word limits which is being applied to all GMBA units