



# MKTG2006

## Marketing Technologies

Session 2, Online-scheduled-weekday 2022

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

Unit Convener and Lecturer

Ivan Ho

[i.ho@mq.edu.au](mailto:i.ho@mq.edu.au)

Contact via Contact via Email or iLearn

Room 219, 4 Eastern Road

Tuesday 10-11am, Wednesday 1-2pm via Zoom

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://www.mq.edu.au/study/calendar-of-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 Assessment Submission Penalty

*Unless an application for **Special Consideration** has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.*

*For any late submissions of time-sensitive tasks, such as scheduled tests, exams, performance assessments, and/or scheduled practical assessments/labs, students need to submit an application for **Special Consideration**.*

## Assessment Tasks

Name	Weighting	Hurdle	Due
<b>Practice-based activities</b>	20%	No	Week 2-12
<b>MarTech Report</b>	40%	No	Week 8
<b>Case Study Analysis</b>	40%	No	Week 13

### Practice-based activities

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Week 2-12**

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 <sup>1</sup>: Report

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

Due: **Week 8**

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 <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 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.

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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

### DELIVERY FORMAT

This course will be delivered in both face-to-face and online modes.

- Students enrolled in FACE-TO-FACE DELIVERY: there will be **1-hour online pre-recorded lecture on a weekly basis, and a 1.5-hour face-to-face weekly tutorial on campus.**
- Students enrolled in ONLINE DELIVERY: there will be **1-hour online pre-recorded lecture on a weekly basis, and a 1.5-hour online weekly tutorial.**

### PRESCRIBED TEXT

There is no prescribed textbook for this unit. Specific chapter readings and articles will be recommended to students each week.

## Unit Schedule

Please refer to iLearn for more detailed information about Unit Schedule.

## 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](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)

## 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/](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.