



MKTG8004

Digital Marketing Strategy

Session 2, Online-scheduled-weekday 2022

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor & Lecturer

Dr Helen Siuki

helen.siuki@mq.edu.au

Contact via email

4 Eastern Rd, level 2, room 240.

Wednesday 12-1 pm

Credit points

10

Prerequisites

Admission to MMktg

Corequisites

Co-badged status

Unit description

Digital marketing is increasingly a key activity that supports and supplements traditional marketing activities across all sectors. A successful digital marketing strategy offers value to both firms and consumers. Through effective digital marketing, firms will be able to expand their area of activities and more effectively achieve their business goals; consumers will achieve greater value through increasing convenience, easier access to information, customer support, as well as having access to more diverse product choices. The focus of this unit is on developing students' knowledge of digital marketing strategies, concepts, and insights to build and optimise firms' digital marketing presence. In this unit, students will develop the ability to deploy various methods of digital marketing and design a digital marketing strategic plan. Moreover, the unit will help develop students' ability to critically analyse and evaluate firms' digital marketing strategies and provide managerial solutions.

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: Define and apply digital marketing strategies, concepts, and insights to build and

optimise firms digital marketing presence.

ULO2: Deploy various methods of digital marketing to design a digital marketing strategic plan.

ULO3: Critically analyse and evaluate firms digital marketing strategies and provide managerial recommendations.

General Assessment Information

Late Assessment Submission Penalty (written assessments)

*Unless a Special Consideration request 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/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Digital Marketing Report</u>	40%	No	Week 9
<u>Digital Marketing Strategy Plan</u>	40%	No	Week 7 & Week 12/13.
<u>Practice-based activities</u>	20%	No	Week 2 to Week 13.

Digital Marketing Report

Assessment Type ¹: Report

Indicative Time on Task ²: 30 hours

Due: **Week 9**

Weighting: **40%**

The digital marketing report is an individual assessment (40%, 2500 words). It focuses on conducting a critical analysis of a real-world brand's digital marketing presence, and its strategies (e.g. channel selection, audience engagement strategies, content development, implementation and monitoring strategies, ...), providing managerial recommendations for improving the brand's digital marketing footprint.

On successful completion you will be able to:

- Define and apply digital marketing strategies, concepts, and insights to build and optimise firms digital marketing presence.
- Deploy various methods of digital marketing to design a digital marketing strategic plan.
- Critically analyse and evaluate firms digital marketing strategies and provide managerial recommendations.

Digital Marketing Strategy Plan

Assessment Type ¹: Plan

Indicative Time on Task ²: 36 hours

Due: **Week 7 & Week 12/13.**

Weighting: **40%**

Designing a digital marketing strategic plan for an imaginary firm (in a given industry i.e. Food industry, Fashion industry, Entertainment industry, Hospitality industry, Financial Service industry, Healthcare industry). Individually: each student will need to propose their creative ideas and strategies on developing a digital marketing strategic plan, and submit it in week 7 (20%, word count: 1500 words) As a group: Presenting the group's final digital strategy plan to the class and a panel of digital experts (20%, max number of slides 20, video presentation: 15 minutes). Each group should integrate the best ideas, and strategies proposed by each member in their Individual Plan, applying the lecturer's feedback, to develop and present the group's final digital marketing strategic plan, and pitch it to the class and a panel of digital experts. The top performing group(s) will be selected based on the panel's votes.

On successful completion you will be able to:

- Deploy various methods of digital marketing to design a digital marketing strategic plan.
- Critically analyse and evaluate firms digital marketing strategies and provide managerial recommendations.

Practice-based activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 24 hours

Due: **Week 2 to Week 13.**

Weighting: **20%**

Practice based activities include online discussions on iLearn, in-class activities/ class and group discussions, quizzes, and Harvard Business case studies. You will work individually and in a group.

On successful completion you will be able to:

- Define and apply digital marketing strategies, concepts, and insights to build and optimise firms digital marketing presence.
- Critically analyse and evaluate firms digital marketing strategies and provide managerial recommendations.

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 **workshop** format. Students are expected to be active and engaged learners, contributing fully to workshop sessions. Learning activities include individual and group tasks that are to be completed during private study and in the workshops. Students need to read in advance of workshop sessions, participate in classes and online discussion forum, be prepared to work in small groups and discuss the materials assigned each week. The lecture notes and videos will be posted on iLearn at <https://ilearn.mq.edu.au> on a weekly basis.

CLASSES

- There are **1.5 hr weekly workshop sessions** which consist of class activities and discussions.
- **Pre-recorded lectures (1 hr), and asynchronous activities (0.5 hr)** will be available on iLearn, on a weekly basis, prior to each workshop session.

The timetable for classes can be found on the University web site at:<http://www.timetables.mq.edu.au/>

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed Text: Chaffey, D. and Ellis-Chadwick, F., 2019. Digital marketing. Pearson UK.

- A list of required reading Harvard Business case studies will be available on iLearn.
- A list of supplementary readings will be provided via iLearn.

Recommended texts: Students are strongly encouraged to read widely in the area and to

particularly use the World-Wide-Web as a powerful source of research in this subject.

Other recommended texts include:

Hanlon, A., 2019. Digital Marketing: Strategic Planning & Integration. SAGE Publications Limited.

Kingsnorth, S., 2019. Digital marketing strategy: an integrated approach to online marketing.

TECHNOLOGY USED AND REQUIRED

- Use of a PC or laptop is required to complete tasks on iLearn and to access iLearn for course materials
- Software required: E.g., Zoom, Word processing, PowerPoint, video recorder & video/media player, Acrobat Reader.

Unit Schedule

Please refer to [iLearn](#).

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

No major changes from previous offering.