



G MBA8024

Know Your Customers

Coursera term 5, Online-scheduled-weekday 2023

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit convenor and lecturer

Dr Syed Rahman

syed.rahman@mq.edu.au

Contact via syed.rahman@mq.edu.au

Room 221, 4 Eastern Road (4ER)

Monday 11am to 12pm

Yang Yang

yang.yang@mq.edu.au

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.

ULO4: Use customer data to both understand the current situation and develop and drive strategy.

ULO3: Examine the tools used and determine what works best to solve which problem.

ULO5: Critically assess various digital and social marketing and their role in creating and measuring value.

General Assessment Information

Late submissions of 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](#).

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	Week 3
Refining a customer journey	60%	No	Week 6

Developing a customer journey

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 10 hours

Due: **Week 3**

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: **Week 6**

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:

- Explore the types of customer data that are collected, both by traditional and digital methods.
- Analyse the concept of customer value and its importance to an organisation.
- 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.

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

Refer to the unit's Coursera site.

Unit Schedule

Refer to the unit's Coursera site.

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 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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

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.