



MKTG3013

Marketing Media Insights

Session 1, In person-scheduled-weekday, North Ryde 2023

Department of Marketing

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	6
<u>Policies and Procedures</u>	6

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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

Credit points
10

Prerequisites
40cp at 2000 level or above including MKTG2002 or MKTG202

Corequisites

Co-badged status

Unit description

The marketing media landscape has changed drastically over the past decade. The rise of new media such as digital and social media has changed the ways in which companies communicate and interact with consumers. More importantly, it opens new channels that allow companies to gain immediate and strategic insights into consumer trends and their target market. As such, a company's ability to transform data generated from various traditional and new media sources into business insights creates a competitive advantage to ensure their survival and prosperity.

This unit enables students to develop a knowledge of the trends changing the current marketing media landscape. Students will learn how to use different analytic software packages, such as SAS and Excel, to analyse both structured and unstructured data that are produced by various marketing media sources. Student also will learn how to transform results into actionable insights and will develop an ability to communicate and explain their insights in an engaging and effective way.

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: Investigate the challenges, critical factors and organizational impacts faced by companies in deriving insights from different marketing media sources.

ULO2: Critically evaluate the diversity in the textual data that are generated by different marketing media sources and formulate appropriate approaches to analysis.

ULO3: Analyse both structured and unstructured data to derive business insights that can inform marketing strategies.

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>In-Class Tests</u>	15%	No	Week 3, 5, 7
<u>Voice of Customer Analytics Report</u>	35%	No	Week 8
<u>Marketing Media Insights Report</u>	50%	No	Week 13

In-Class Tests

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 3 hours

Due: **Week 3, 5, 7**

Weighting: **15%**

Students will derive insights from information generated through various media sources and answer short questions related to different marketing problems.

Length: Total 1500 words; during the workshops in Week 3, 5, and 8 students will compile short answer responses into a single Microsoft Word document to be submitted via Turnitin, 500 words

for each individual submission and each worth 5%.

On successful completion you will be able to:

- Investigate the challenges, critical factors and organizational impacts faced by companies in deriving insights from different marketing media sources.

Voice of Customer Analytics Report

Assessment Type ¹: Project

Indicative Time on Task ²: 17.5 hours

Due: **Week 8**

Weighting: **35%**

Students will submit a report demonstrating their cognitive knowledge of the skills required to formulate appropriate approaches in deriving actionable insights by analysing voice of customers (e.g., textual data) generated by different marketing media sources. In addition, utilising the insights, students will be required to propose appropriate actions to optimise marketing strategies of a business.

Length: A 2000 word individual report

On successful completion you will be able to:

- Critically evaluate the diversity in the textual data that are generated by different marketing media sources and formulate appropriate approaches to analysis.
- Analyse both structured and unstructured data to derive business insights that can inform marketing strategies.

Marketing Media Insights Report

Assessment Type ¹: Project

Indicative Time on Task ²: 24.5 hours

Due: **Week 13**

Weighting: **50%**

Students will submit a report demonstrating their cognitive knowledge of the skills required to derive actionable business insights by analysing both structured (e.g., webpage and retail performance data) and unstructured (e.g., social media text and advertisement quality) information generated on different marketing media. In addition, students will be required to explore insights into the trends and patterns in the data to better inform marketing decision making. Students will learn the necessary skills to perform the analysis required for this

assessment during the lab sessions; students have to maintain and submit their lab book (i.e., the record of SAS lab activities) as part of this assessment.

Length: A 2000 word individual report and lab book.

On successful completion you will be able to:

- Critically evaluate the diversity in the textual data that are generated by different marketing media sources and formulate appropriate approaches to analysis.
- Analyse both structured and unstructured data to derive business insights that can inform marketing strategies.

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

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

Students enrolled in ONLINE DELIVERY: 1-hour online recorded lecture on a weekly basis, plus a 2 hour online weekly workshop.

Students enrolled in FACE-TO-FACE DELIVERY: 1-hour online recorded lecture on a weekly basis, plus a 2 hour face-to-face weekly workshop on campus.

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

Students are expected to review the lecture material, complete the readings, watch any video content and prepare the discussion questions in advance of the weekly workshop.

Successful completion of this unit requires the student to submit all assessment tasks and achieve at least 50% in total.

Access to a personal computer, internet, Microsoft Excel, Microsoft Word, and Microsoft Powerpoint is required to complete learning activities and assessment tasks.

Throughout the semester, a combination of selected chapters from different textbooks, journal articles, and online materials (e.g. links to websites, online videos) will be used as learning resources. Following is the list of key required reading/viewing resources; details of learning materials for each week will be available in iLearn.

Books:

Katz, H. (2016). *The media handbook: A complete guide to advertising media selection, planning, research, and buying*. Routledge. (Chapter 1 & 7; [MQ library eBook access](#))

Journal articles:

Berger, J., Humphreys, A., Ludwig, S., Moe, W. W., Netzer, O., & Schweidel, D. A. (2020). Uniting the tribes: Using text for marketing insight. *Journal of Marketing*, 84(1), 1-25. <https://journals.sagepub.com/doi/full/10.1177/0022242919873106>

Kunz, W., Aksoy, L., Bart, Y., Heinonen, K., Kabadayi, S., Ordenes, F. V., ... & Theodoulidis, B. (2017). Customer engagement in a big data world. *Journal of Services Marketing* <https://www.emerald.com/insight/content/doi/10.1108/JSM-10-2016-0352>

Iacobucci, D., Petrescu, M., Krishen, A., & Bendixen, M. (2019). The state of marketing analytics in research and practice. *Journal of Marketing Analytics*, 7(3), 152-181. <https://link.springer.com/article/10.1057/s41270-019-00059-2>

Wedel, M., & Kannan, P. K. (2016). Marketing analytics for data-rich environments. *Journal of Marketing*, 80(6), 97-121. <https://journals.sagepub.com/doi/pdf/10.1509/jm.15.0413>

Online resources:

Essential data analytics terms <https://www.business.com/articles/30-essential-data-analytics-terms-every-marketer-should-know/>

Marketing analytics: What it is and why it matters https://www.sas.com/cs_cz/insights/marketing/marketing-analytics.html

SAS Contextual Analysis user guide https://support.sas.com/documentation/onlinedoc/ca/14.2/ut_aqsug.pdf

MOZ keyword research: The beginner's Guide <https://moz.com/beginners-guide-to-seo/keyword-research>

SAS Visual Analytics tutorials <https://video.sas.com/category/videos/sas-visual-analytics>

Google Analytics for beginners <https://analytics.google.com/analytics/academy/course/6>

How to use Google Keyword planner <https://ahrefs.com/blog/google-keyword-planner/>

Facebook Page Insights <https://www.facebook.com/business/help/633309530105735>

MOZ SEO analysis guide <https://moz.com/seo-competitor-analysis>

Unit Schedule

Please refer to iLearn.

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.