



# MKTG3006

## Digital Marketing

Session 1, Online-scheduled-weekday 2023

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

Unit Convenor / Lecturer

LayPeng Tan

[laypeng.tan@mq.edu.au](mailto:laypeng.tan@mq.edu.au)

Contact via E-mail

Room 215 Building 4ER

Thursday 4-5pm

Credit points

10

Prerequisites

40cp at 2000 level or above including MKTG2004 or MKTG204 or MKTG2008 or MKTG208

Corequisites

Co-badged status

Unit description

Business today is increasingly confronted with the need to participate in and manage a real-time digital environment. Marketers are expected to adopt digital mindsets and be fluent with digital business strategies. Such understanding and skills help them to take advantage of digital technologies to gain a competitive advantage. This unit develops students' knowledge and skills in digital marketing. The unit focuses on the key concepts and frameworks used in digital marketing strategy, implementation and practice. Attention is given to the use of contemporary digital marketing applications in value creation, customer acquisition, customer retention and development.

## 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:** Critically apply the theories and concepts underpinning digital marketing.

**ULO2:** Critically analyse and evaluate the digital marketing strategies of a business

**ULO3:** Design digital marketing strategies to launch and grow a digital business and communicate the strategies in a professional manner to the audience, individually and in

collaboration

## General Assessment Information

### Late Assessments Submission Penalty

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
<a href="#">Practice-Based Task</a>	30%	No	Week 2 to Week 13
<a href="#">Competitive Analysis Report</a>	30%	No	Week 7
<a href="#">Project</a>	40%	No	Week 12 and Week 13

### Practice-Based Task

Assessment Type <sup>1</sup>: Practice-based task

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **Week 2 to Week 13**

Weighting: **30%**

Practice-based assessment tasks will be given throughout the semester. Some of these are take-home tasks, others are to be completed during the workshops. Students must submit a total of three (3) tasks for grading. Each task is worth 10%.

On successful completion you will be able to:

- Critically apply the theories and concepts underpinning digital marketing.

### Competitive Analysis Report

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **Week 7**

Weighting: **30%**

This is an individual assessment wherein students must complete a written competitive analysis report (2,000 words). Students' in-depth understanding of the competitive landscape will inform their digital marketing strategies in the group projects (Assessment 3).

On successful completion you will be able to:

- Critically analyse and evaluate the digital marketing strategies of a business

## Project

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **Week 12 and Week 13**

Weighting: **40%**

The project is designed to provide students with insights into how marketing technologies, tools, and applications can be used to develop digital marketing strategy. This assessment includes: 1) Building a Project Website (Group: 15%), and 2) Video Recorded Presentation with supporting materials (15 minutes, Individual: 20%, Group: 5%).

On successful completion you will be able to:

- Design digital marketing strategies to launch and grow a digital business and communicate the strategies in a professional manner to the audience, individually and in collaboration

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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

Please see unit [iLearn](#) site for details

## Unit Schedule

Please see unit [iLearn](#) site for details

## 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](https://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 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/](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