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General Information

Unit convenor and teaching staff
Unit Convenor/Lecturer
Lay Peng Tan
laypeng.tan@mq.edu.au
Contact via Email
Room 215 Building 4ER
Monday 5pm-6pm (via Zoom)

Credit points
10

Prerequisites
130cp at 1000 level above including MKTG1003

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
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 apply for Special Consideration.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice-Based Task</td>
<td>30%</td>
<td>No</td>
<td>Week 2 to Week 13</td>
</tr>
<tr>
<td>Competitive Analysis Report</td>
<td>30%</td>
<td>No</td>
<td>Week-7</td>
</tr>
<tr>
<td>Project</td>
<td>40%</td>
<td>No</td>
<td>Week 12 &amp; Week 13</td>
</tr>
</tbody>
</table>

Practice-Based Task

Assessment Type 1: Practice-based task
Indicative Time on Task 2: 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 1: Report
Indicative Time on Task 2: 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 1: Project
Indicative Time on Task 2: 25 hours
Due: Week 12 & 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

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
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 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.
Unit guide MKTG3006 Digital Marketing

Unit information based on version 2024.03 of the Handbook