MKTO8004
Digital Marketing Strategy
Term 3, Online-scheduled-weekday 2024

Department of Marketing

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## General Information

<table>
<thead>
<tr>
<th>Unit convenor and teaching staff</th>
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<tbody>
<tr>
<td><strong>Unit Convener</strong></td>
<td>Dr Helen Siuki</td>
</tr>
<tr>
<td><strong><a href="mailto:helen.siuki@mq.edu.au">helen.siuki@mq.edu.au</a></strong></td>
<td></td>
</tr>
<tr>
<td><strong>Contact via email</strong></td>
<td>Wed 6-7pm</td>
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<table>
<thead>
<tr>
<th>Credit points</th>
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<tr>
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<tr>
<th>Prerequisites</th>
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<td>Admission to GradCertDigMktg</td>
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<th>Corequisites</th>
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<th>Co-badge status</th>
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### 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](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

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<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
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<tbody>
<tr>
<td>Practice-based activities</td>
<td>30%</td>
<td>No</td>
<td>Ongoing</td>
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<tr>
<td>Digital Marketing Report</td>
<td>40%</td>
<td>No</td>
<td>week 8</td>
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<tr>
<td>Digital Marketing Strategy Plan</td>
<td>30%</td>
<td>No</td>
<td>Week 10</td>
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Practice-based activities

Assessment Type 1: Participatory task
Indicative Time on Task 2: 24 hours
Due: Ongoing
Weighting: 30%

Practice based activities include weekly online discussions/submissions/tasks that need to be submitted on iLearn.

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
Digital Marketing Report

Assessment Type: Report
Indicative Time on Task: 30 hours
Due: week 8
Weighting: 40%

The digital marketing report is an individual assessment (40%, 2000 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: Plan
Indicative Time on Task: 36 hours
Due: Week 10
Weighting: 30%

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). Students will work as a group to propose their creative ideas and strategies on developing a digital marketing strategic plan, and present them to the class (max number of slides 20, video presentation: 15 minutes).

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.
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
Please see iLearn.

Unit Schedule
Please see 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

https://unitguides.mq.edu.au/unit_offerings/164493/unit_guide/print 6
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 since First Published

<table>
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<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>10/06/2024</td>
<td>The General Assessment Information is updated.</td>
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Unit information based on version 2024.03 of the Handbook