



MKTO8034

Marketing Technologies

Term 3, Online-scheduled-weekday 2024

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convener

Ivan Ho

i.ho@mq.edu.au

Contact via Email or iLearn

Room 219, 4 Eastern Road

Thursday 18:00 pm

Credit points

10

Prerequisites

Admission to GradCertDigMktg

Corequisites

Co-badged status

Unit description

Marketing technologies driven by artificial intelligence and automation are now dominating the business world, with digitalisation being one of the key factors in driving business success. As organisations continue to face challenges in the pursuit of competitive advantages, new technologies and perspectives have emerged that allow marketers to better create brand and user experiences across digital touchpoints. Building on the traditional role of marketing in creating and enhancing customer value, this unit develops students' knowledge of various technologies that facilitate personalisation, optimisation, and experiential marketing. This unit focuses on bridging the gaps between marketing and technology, strengthening students' abilities in understanding relevant and sustainable marketing technology strategies, and helping students to develop a digital mindset.

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: Identify and apply the role of technology and data in enhancing marketing strategies.

ULO2: Analyse and deploy various marketing practices that use technology to solve problems.

ULO3: Critically evaluate the capacity for technology to foster sustainable marketing practices.

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>Practice-based Activities</u>	30%	No	Week 3, 6, 10
<u>MarTech Case analysis</u>	40%	No	Week 5
<u>MarTech Project</u>	30%	No	Week 10

Practice-based Activities

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 20 hours

Due: **Week 3, 6, 10**

Weighting: **30%**

Students will be given the opportunity to complete weekly activities including online discussion and practice-based tasks, where they will apply theoretical and practical knowledge.

On successful completion you will be able to:

- Identify and apply the role of technology and data in enhancing marketing strategies.
- Analyse and deploy various marketing practices that use technology to solve problems.

MarTech Case analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 30 hours

Due: **Week 5**

Weighting: **40%**

In this case analytical piece (2,000 words +/-10%), students will critically analyse and evaluate the application of marketing technologies in business settings. Students will then apply relevant conceptual knowledge to develop sustainable solutions/practices for marketing problems.

On successful completion you will be able to:

- Identify and apply the role of technology and data in enhancing marketing strategies.
- Critically evaluate the capacity for technology to foster sustainable marketing practices.

MarTech Project

Assessment Type ¹: Project

Indicative Time on Task ²: 30 hours

Due: **Week 10**

Weighting: **30%**

In this project, students will conduct research, analyze and evaluate the current marketing technology landscape and digital practices, and design creative, practical, and timely sustainable marketing technology strategies to solve problems, as group-based video presentation.

On successful completion you will be able to:

- Identify and apply the role of technology and data in enhancing marketing strategies.
- Analyse and deploy various marketing practices that use technology to solve problems.

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 refer to iLearn for details.

Unit Schedule

Please refer to iLearn for details.

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.

Unit information based on version 2024.01 of the [Handbook](#)