MKTO8004
Digital Marketing Strategy
Term 1, Online-scheduled-weekday 2024

Department of Marketing

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General Information

Unit convenor and teaching staff
Rino Do
rino.do@mq.edu.au

Credit points
10

Prerequisites
Admission to GradCertDigMktg

Corequisites

Co-badged status

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

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**

### General Assessment Information

**Late submissions of 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**.

**Special Consideration**

To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

**Word limits**

Anything beyond a stated assessment word limit (other than your reference list) may not be marked. Seek any further clarification from the unit convenor.

### Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing Strategy Plan</td>
<td>30%</td>
<td>No</td>
<td>Week 10</td>
</tr>
<tr>
<td>Digital Marketing Report</td>
<td>40%</td>
<td>No</td>
<td>Week 8</td>
</tr>
<tr>
<td>Practice-based activities</td>
<td>30%</td>
<td>No</td>
<td>Weeks 3, 6, 10</td>
</tr>
</tbody>
</table>

**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.

**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.

**Practice-based activities**

Assessment Type: Participatory task
Indicative Time on Task: 24 hours
Due: Weeks 3, 6, 10
Weighting: 30%
Unit guide MKTO8004 Digital Marketing Strategy

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 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 for more information.

Unit Schedule

<table>
<thead>
<tr>
<th>DATE</th>
<th>MODULE</th>
<th>LEARNING ACTIVITIES</th>
<th>ASSESSMENT</th>
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</thead>
<tbody>
<tr>
<td>Week 0</td>
<td>Module 0: Getting started</td>
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<td>Assessment preparation</td>
</tr>
<tr>
<td>Week 1 8 Jan 2024</td>
<td>Module 1: Introducing digital marketing</td>
<td>Discussion 1: Introduce yourself and form your groups Discussion 2: Module 1 weekly discussion (Assessment 1 activity)</td>
<td></td>
</tr>
<tr>
<td>Week 2 15 Jan 2024</td>
<td>Module 2: Online marketplace analysis – Micro- and macro-environments</td>
<td>Discussion 1: Macro-environment elements (Group activity) Discussion 2: Module 2 weekly discussion (Assessment 1 activity)</td>
<td></td>
</tr>
<tr>
<td>Week 3 22 Jan 2024</td>
<td>Module 3: Digital marketing strategy</td>
<td>Activity: Benefits of digital marketing planning Discussion 1: Module 3 weekly discussion (Assessment 1 activity) Discussion 2: Covid-19’s effect on digital marketing (Group activity)</td>
<td>Assessment 1: Participatory tasks (30%) Modules 1–3 due 11.55pm AEST Thursday 25 Jan</td>
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<tr>
<td>DATE</td>
<td>MODULE</td>
<td>LEARNING ACTIVITIES</td>
<td>ASSESSMENT</td>
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<tr>
<td>Week 4 29 Jan 2024</td>
<td>Module 4: Digital media and the marketing mix</td>
<td>Discussion 1: Module 4 weekly discussion (Assessment 1 activity) Discussion 2: Choose your marketing mix (Group activity)</td>
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<tr>
<td>Week 5 5 Feb 2024</td>
<td>Module 5: Relationship marketing using digital platforms</td>
<td>Discussion 1: Module 5 weekly discussion (Assessment 1 activity) Discussion 2: Gamification group discussion (Group activity)</td>
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</tr>
<tr>
<td>Week 6 12 Feb 2024</td>
<td>Module 6: Delivering the online customer experience</td>
<td>Discussion 1: Trends that drive digital customer experience (Group activity) Discussion 2: Module 6 weekly discussion (Assessment 1 activity)</td>
<td>Assessment 1: Participatory tasks (30%) Modules 4–6 due 11.55pm AEST Friday 16 Feb</td>
</tr>
<tr>
<td>Week 7 19 Feb 2024</td>
<td>Module 7: Campaign planning</td>
<td>Discussion 1: Content marketing matrix (Group activity) Discussion 2: Module 7 weekly discussion (Assessment 1 activity)</td>
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<tr>
<td>Week 8 26 Feb 2024</td>
<td>Module 8: Marketing communications using digital media channels</td>
<td>Discussion 1: Module 8 weekly discussion (Assessment 1 activity) Discussion 2: Digital communication (Group activity)</td>
<td>Assessment 2: Digital marketing report (30%) due 11.55pm AEST Friday 1 March</td>
</tr>
<tr>
<td>Week 9 4 March 2024</td>
<td>Module 9: Campaign evaluation</td>
<td>Discussion 1: Measuring your digital marketing activities performance (Group activity) Activity: Reviewing the range of Martech and digital insight tools Discussion 2: Module 9 weekly discussion (Assessment 1 activity)</td>
<td></td>
</tr>
<tr>
<td>Week 10 11 March 2024</td>
<td>Module 10: B2B digital marketing</td>
<td>Activity: Calculating customer retention Discussion: Module 10 weekly discussion (Assessment 1 activity)</td>
<td>Assessment 3: Digital marketing strategy plan (40%) due 11.55pm AEST Friday 15 March Assessment 1: Participatory tasks (30%) Modules 7–10 due 11.55pm AEST Friday 15 March</td>
</tr>
</tbody>
</table>

**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**
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/](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 2024.03 of the **Handbook**