MKTG6013

Marketing Intelligence

Session 1, In person-scheduled-weekday, North Ryde 2025

Department of Marketing

Contents

General Information

Unit convenor and teaching staff
UC/Lecturer
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Room 241, Level 2, 4 Eastern Road Macquarie University
Tuesday 15:30 - 16:30

UC/Lecturer
Darren Kim
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Room 237, Level 2, 4 Eastern Road Macquarie University
Monday 1:00pm-2:00pm

Credit points
10

Prerequisites

Corequisites

Co-badged status

Unit description
Marketing intelligence is a key to organisation's success. Effective use of data enables
organisations to make informed marketing decisions and effectively measure their marketing
performance. In recent years, data-driven marketing has become increasingly important and
prevalent in the business world due to the availability of a growing range of data and
computing power. This unit develops students' knowledge and analytical skills in defining and
applying marketing intelligence concepts and methods that can assist firms in solving
marketing problems. Students learn to critically analyse and interpret data and propose
actionable insights, and data-informed decisions. Students communicate key marketing
intelligence insights and solutions through data visualisation techniques.

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: Explain and apply marketing intelligence concepts and methods to solve a range of marketing problems, individually and/or in collaboration with peers.

ULO2: Critically analyse and interpret data, propose actionable insights, and data-informed decisions.

ULO3: Communicate marketing intelligence insights and solutions in a professional manner through data visualisation.

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
Data Visualisation for Marketers Report	40%	No	18 Apr 2025 (Friday)
Marketing Analytics Report	35%	No	06 Jun 2025 (Friday)
Practice-based task	25%	No	23 May 2025 (Friday)

Data Visualisation for Marketers Report

Assessment Type [1]: Report
Indicative Time on Task [2]: 35 hours
Due: **18 Apr 2025 (Friday)**
Weighting: **40%**

This assessment involves analysing marketing data and visualising the data applying data visualisation platforms.

On successful completion you will be able to:

- Critically analyse and interpret data, propose actionable insights, and data-informed decisions.
- Communicate marketing intelligence insights and solutions in a professional manner through data visualisation.

Marketing Analytics Report

Assessment Type [1]: Report
Indicative Time on Task [2]: 25 hours
Due: **06 Jun 2025 (Friday)**
Weighting: **35%**

This is an individual assessment involves analysing marketing data, applying appropriate metrics/models, interpreting output and designing and communicating managerial solutions.

On successful completion you will be able to:

- Explain and apply marketing intelligence concepts and methods to solve a range of marketing problems, individually and/or in collaboration with peers.
- Critically analyse and interpret data, propose actionable insights, and data-informed decisions.
- Communicate marketing intelligence insights and solutions in a professional manner through data visualisation.

Practice-based task

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 15 hours
Due: **23 May 2025 (Friday)**
Weighting: **25%**

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

On successful completion you will be able to:

- Explain and apply marketing intelligence concepts and methods to solve a range of

marketing problems, individually and/or in collaboration with peers.

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[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

Class format:

1 hour pre-recorded lectures

2 hours Face-to-face seminar (in-class learning)

Reading materials:

Referene books:

1. Marketing Management, 16th edition; Pearson © 2022; Authors: Philip Kotler, Kevin Lane Keller & Alexander Chernev
2. R for Marketing Research and Analytics; Springer © 2015, Authors: Chris Chapman, Elea McDonnell Feit

Journal articles: Academic journal articles will be provided in weekly blocks on iLearn.

Case studies: Business case studies will be provided in weekly blocks on iLearn.

Datasets: Real-life business datasets will be provided in weekly blocks on iLearn.

Unit Schedule

Please refer to 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 connect.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/

Academic Success

Academic Success 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 the Service Connect Portal, 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 2025.03 of the Handbook