



MKTG3006

Digital Marketing

Session 1, Online-scheduled-weekday 2025

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor/Lecturer/Tutor

Lay Peng Tan

laypeng.tan@mq.edu.au

Contact via Email or Unit General Discussion Forum (iLearn)

Room 215 Building 4ER

Thursday (Week 2 to 13) 2pm to 4pm. Please see unit iLearn for details.

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

collaboration

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

Name	Weighting	Hurdle	Due
Practice-Based Tasks	45%	No	Week 2 to 13
Competitive Analysis Report	30%	No	11/04/2025
Digital Marketing Project	25%	No	Week 13

Practice-Based Tasks

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 30 hours

Due: **Week 2 to 13**

Weighting: **45%**

Multiple practice-based assessment tasks will be given throughout the semester. Some of these are take-home tasks, others are to be completed during the tutorials.

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: **11/04/2025**

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 project.

On successful completion you will be able to:

- Critically analyse and evaluate the digital marketing strategies of a business

Digital Marketing Project

Assessment Type ¹: Project

Indicative Time on Task ²: 20 hours

Due: **Week 13**

Weighting: **25%**

The project is designed to provide students with insights into how marketing technologies, tools, and applications can be used to develop digital marketing strategy. Working in groups, students will design digital marketing strategies to support the launch of a new digital business and communicate the strategies in a professional manner to the audience.

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

Delivery Format

The unit is delivered in a combination of **weekly pre-recorded lectures** that students must watch, prior to a **1.5 hour weekly tutorial**. Students are also expected to attend **four in-person**,

on-campus industry guest lectures. Please refer to [iLearn](#) for further details.

Students are expected to be active and engaged learners, contributing fully to the learning activities.

Technology Needs Students are expected to bring their own laptops to the weekly tutorials. The use of a laptop with internet is required to access iLearn for course materials, to complete learning activities, and to submit completed tasks during tutorials. If you need a laptop you may be eligible to apply for a MQ laptop loan via this link: <https://students.mq.edu.au/uni-life/community/diversity-inclusion/digital-inclusion/computer-loan-scheme>

Software required e.g., Word processing, PowerPoint, video/media player, Zoom, Acrobat Reader, Internet Browser.

Unit Schedule

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 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/>

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 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.

Changes from Previous Offering

Key Changes from Previous Offering include:

1. Students are expected to attend four in-person, on-campus industry guest lectures.
2. Assessments: A1T1 Practice-based Tasks, total 45%. A3 consists of a group recorded video, 25%.

Unit information based on version 2025.04 of the [Handbook](#)