MKTG2006

Marketing Technologies

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

Department of Marketing

Contents

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General Information

Unit convenor and teaching staff
Unit Convenor, Lecturer
Ivan Ho
i.ho@mq.edu.au
Contact via Contact via Email or iLearn
Room 226, 4 Eastern Road
Monday 10-11am

Credit points
10

Prerequisites
50cp at 1000 level or above including (MKTG1001 and MKTG1003)

Corequisites
MKTG2002

Co-badged status

Unit description
The field of marketing is becoming more technology and data-driven. Companies are increasingly demanding marketing talents who possess the ability to navigate data and harness digital touchpoints in creating a personalised brand and user experience. This unit develops students' knowledge on the role of customer data, marketing automation, and intelligent workflow design in uncovering marketing insights, optimising the marketing mix, and facilitating greater marketing agility. This unit bridges the gap between marketing and technology, and develops students' knowledge of technology platforms, skills in data visualization and storytelling, analytical thinking and problem solving, and understanding of digital-sustainable marketing strategy.

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 explain the role of technology and data in enhancing marketing strategies.

ULO2: Analyse and interpret marketing practices to generate actionable insights through the use of marketing technology tools.

ULO3: Critically evaluate the capacity of data and 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
Skills development: Portfolio	20%	No	23/05/2025
Professional practice: Generating insights	40%	No	11/04/2025
Skills development: Marketing technologies	40%	No	06/06/2025

Skills development: Portfolio

Assessment Type [1]: Portfolio
Indicative Time on Task [2]: 15 hours
Due: **23/05/2025**
Weighting: **20%**

The purpose of this assessment is for you to deepen your expertise in marketing technologies. You will work through a range of marketing technologies challenges, selecting a curation of tasks to showcase in a portfolio.   **Skills in focus:** - Analytical skills - Creative and design skills
Deliverable: Portfolio submission Group assessment

On successful completion you will be able to:

• Identify and explain the role of technology and data in enhancing marketing strategies.

- Analyse and interpret marketing practices to generate actionable insights through the use of marketing technology tools.

Professional practice: Generating insights

Assessment Type [1]: Report
Indicative Time on Task [2]: 17.5 hours
Due: **11/04/2025**
Weighting: **40%**

The purpose of this assessment is for you to develop expertise in how you generate insights from marketing data to help inform business decisions.   You will work with data, analyse and visualise the data using a visual analytics platform and generate insights from your findings. **Skills in focus:** - Digital Skills - Analytical Skills - Communication Skills   **Deliverable:** Written report [max. 1,800 words] Individual assessment

On successful completion you will be able to:

- Analyse and interpret marketing practices to generate actionable insights through the use of marketing technology tools.
- Critically evaluate the capacity of data and technology to foster sustainable marketing practices.

Skills development: Marketing technologies

Assessment Type [1]: Report
Indicative Time on Task [2]: 17.5 hours
Due: **06/06/2025**
Weighting: **40%**

The purpose of this assessment is for you to become familiar with leading digital technologies which are used by the marketing industry.   You will independently research technologies that are used to enhance marketing strategies and their executions.   **Skills in focus:** - Digital skills - Communication skills   **Deliverable:** Written report [max. 2,000 words] Individual assessment

On successful completion you will be able to:

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

[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 more details.

Unit Schedule

Please refer to iLearn for more 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 an d maths support, academic skills development and wellbeing consultations.

Student Support

Macquarie University provides a range of support services for students. For details, visit http://stu dents.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.

Unit information based on version 2025.04 of the Handbook