



MKTG2006

Marketing Technologies

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Marketing

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General Information

Unit convenor and teaching staff

Lecturer

Ivan Ho

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Contact via iLearn or email

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 Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100):

If you score 85/100 but submit **20 hours late**, you will lose **5 marks** and receive **80/100**.

Example 2 (out of 30):

If you score 27/30 but submit **20 hours late**, you will lose **1.5 marks** and receive **25.5/30**.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

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.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Generating insights	40%	No	11/09/2026	Individual	Yes	Open AI
Skills development: Marketing technologies	40%	No	06/11/2026	Individual	Yes	Open AI
Skills development: Portfolio	20%	No	23/10/2026	Group	No	Open AI

Professional practice: Generating insights

Assessment Type ¹: Professional task

Indicative Time on Task ²: 17.5 hours

Due: **11/09/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

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:

- Communication skills
- Digital skills
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): 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: Professional task

Indicative Time on Task ²: 17.5 hours

Due: **06/11/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

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:

- Communication skills

- Digital skills
- Discipline knowledge

Deliverable(s): 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.

Skills development: Portfolio

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 15 hours

Due: **23/10/2026**

Weighting: **20%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open AI

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:**

- Collaboration skills
- Digital skills
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Portfolio submission Group assessment [max. 1,500 words]

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.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

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 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.

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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 2026.02 of the [Handbook](#)