



MKTG6013

Marketing Intelligence

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

Department of Marketing

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General Information

Unit convenor and teaching staff

Lecturer and Unit Convenor

Darren Kim

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Contact via Email

Room 237, Level 2, 4 Eastern Road, Macquarie University

Tuesday 11am-12pm

Lecturer

Husain Akareem

husain.akareem@mq.edu.au

Contact via Email

Room 241, 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 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: Data visualisation and insights	40%	No	17/09/2026	Individual	Yes	Open AI
Skills development: Marketing intelligence in practice	20%	No	15/10/2026	Group	No	Open AI

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Marketing analytics solution	40%	No	05/ 11/ 2026	Individual	Yes	Open AI

Professional practice: Data visualisation and insights

Assessment Type ¹: Professional task

Indicative Time on Task ²: 30 hours

Due: **17/09/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to analyse and visualise marketing data, applying data visualization platforms, in order to uncover meaningful patterns, trends, and insights that support marketing decision-making.

You will apply visualisation skills to explore individual characteristics, trends, and insights.

Skills in focus:

- Critical thinking and problem solving
- Digital skills
- Collaboration and communication
- Work readiness
- Discipline knowledge

Deliverable(s): Written report [Maximum 1500 words]

Individual assessment

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.

Skills development: Marketing intelligence in practice

Assessment Type ¹: Reflection task

Indicative Time on Task ²: 15 hours

Due: **15/10/2026**

Weighting: **20%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is for you to reflect on your learning journey in this unit.

You will apply the skills that you learned in the selected weeks to solve marketing problems and make informed managerial recommendations.

Skills in focus:

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

Deliverable(s): Written report [Maximum 1000 words]

Group assessment

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.

Professional practice: Marketing analytics solution

Assessment Type ¹: Professional task

Indicative Time on Task ²: 30 hours

Due: **05/11/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to learn analysing marketing data, applying appropriate metrics/models, and interpreting output to provide evidence-based managerial solutions.

You will apply data analysis, visualisation, and problem solving skills to understand and apply marketing intelligence concepts to solve marketing problems.

Skills in focus:

- Critical thinking and problem solving
- Digital skills
- Collaboration and communication
- Discipline knowledge
- Work readiness

Deliverable(s): Written report [Maximum 1500 words]

Individual assessment

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.

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

DELIVERY FORMAT

- This unit will be delivered in-class.
- The delivery will include a combination of pre-recorded lectures, readings, and tutorials.
- We have 1-hour pre-recorded lecture and 2-hours seminar each week.
- Additional readings will be uploaded to iLearn for each session.

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

Academic journal articles, case studies, and real-life business datasets will be provided in weekly blocks on iLearn.

Unit Schedule

For the unit schedule, please refer to your ilearn page - [MKTG6013 Marketing Intelligence under the S2 2026](#) section.

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 2026.03 of the **Handbook**