



# MKTG8004

## Digital Marketing Strategy

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

*Department of Marketing*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

Dr Helen Siuki

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Contact via email

4 Eastern Rd, room 240

Tuesday 12-1pm, Zoom/ F2F

Credit points

10

Prerequisites

(Admission to MMktg and MKTG6096) or (Admission to GradCertResMQBS or GradDipResMQBS) or MKTG8011 or MKTG8015

Corequisites

Co-badged status

Unit description

Digital marketing is increasingly a key activity that supports and supplements traditional marketing activities across all sectors. A successful digital marketing strategy offers value to both firms and consumers. Through effective digital marketing, firms will be able to expand their area of activities and more effectively achieve their business goals; consumers will achieve greater value through increasing convenience, easier access to information, customer support, as well as having access to more diverse product choices. The focus of this unit is on developing students' knowledge of digital marketing strategies, concepts, and insights to build and optimise firms' digital marketing presence. In this unit, students will develop the ability to deploy various methods of digital marketing and design a digital marketing strategic plan. Moreover, the unit will help develop students' ability to critically analyse and evaluate firms' digital marketing strategies and provide managerial solutions.

## 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:** Define and apply digital marketing strategies, concepts, and insights to build and

optimise firms digital marketing presence.

**ULO2:** Deploy various methods of digital marketing to design a digital marketing strategic plan, individually and/or in collaboration with peers

**ULO3:** Critically analyse and evaluate firms digital marketing strategies and provide managerial recommendations, individually and/or in collaboration with peers.

## 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 |
|-----------------------------------------------------------------------|-----------|--------|------------|----------------------|-----------------|-------------|
| <a href="#">Professional practice: Digital marketing plan</a>         | 40%       | No     | 11/09/2026 | Individual           | Yes             | Open AI     |
| <a href="#">Professional practice: Digital marketing client pitch</a> | 30%       | No     | 26/10/2026 | Group                | No              | Observed    |
| <a href="#">Skills development: Digital marketing in practice</a>     | 30%       | No     | 06/11/2026 | Individual           | Yes             | Open AI     |

### Professional practice: Digital marketing plan

Assessment Type <sup>1</sup>: Professional task

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **11/09/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension <sup>3</sup>: Yes

AI Approach: Open AI

The purpose of this assessment is to design a digital marketing strategic plan for a firm within a specified industry, enhancing your strategic planning and analytical skills, preparing you for marketing roles in today's digital-driven business environments.

You will gather consumer and market insights and propose innovative strategies to develop a comprehensive digital plan.

**Skills in focus:**

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

**Deliverable(s):** Written report [maximum 2000 words]

Individual assessment

On successful completion you will be able to:

- Define and apply digital marketing strategies, concepts, and insights to build and optimise firms digital marketing presence.
- Deploy various methods of digital marketing to design a digital marketing strategic plan, individually and/or in collaboration with peers
- Critically analyse and evaluate firms digital marketing strategies and provide managerial recommendations, individually and/or in collaboration with peers.

## Professional practice: Digital marketing client pitch

Assessment Type <sup>1</sup>: Professional task

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **26/10/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension <sup>3</sup>: No

AI Approach: Observed

The purpose of this assessment is for you to develop and pitch a digital marketing plan, integrating ideas from your individual plan and applying practical digital marketing strategies

within a professional context.

You will collaborate with your group to refine these strategies, ensuring they are viable and tailored to your target market, and then effectively communicate your plan in a clear and compelling manner.

**Skills in focus:**

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

**Deliverable(s):** Presentation [15 minutes]

Group assessment

On successful completion you will be able to:

- Deploy various methods of digital marketing to design a digital marketing strategic plan, individually and/or in collaboration with peers
- Critically analyse and evaluate firms digital marketing strategies and provide managerial recommendations, individually and/or in collaboration with peers.

## Skills development: Digital marketing in practice

Assessment Type <sup>1</sup>: Portfolio

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **06/11/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension <sup>3</sup>: Yes

AI Approach: Open AI

The purpose of this assessment is to enhance your understanding and application of digital marketing concepts, tools, and techniques through engagement with diverse interactive activities.

You will actively participate in a series of activities designed to deepen your practical and theoretical knowledge of digital marketing.

**Skills in focus:**

- Critical thinking and problem solving
- Discipline knowledge
- Communication skills
- Work readiness

**Deliverable(s):** Portfolio submission [maximum 2000 words]

Individual assessment

On successful completion you will be able to:

- Define and apply digital marketing strategies, concepts, and insights to build and optimise firms digital marketing presence.
- Critically analyse and evaluate firms digital marketing strategies and provide managerial recommendations, individually and/or in collaboration with peers.

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<sup>1</sup> 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.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation.

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

## Delivery and Resources

Delivery and Resources

**TEACHING AND LEARNING STRATEGY** • The unit is delivered in **seminar** format. Students are expected to be active and engaged learners, contributing fully to seminar sessions. Learning activities include individual and group tasks that are to be completed during private study and in the seminars. Students need to read in advance of seminar sessions, participate in classes and online discussion forum, be prepared to work in small groups and discuss the materials assigned each week. The lecture notes and videos will be posted on iLearn at <https://ilearn.mq.edu.au> on a weekly basis.

### CLASSES

- There are **2-hr weekly seminar sessions** which consist of class activities and discussions.
- **Pre-recorded lectures (1 hr)** will be available on iLearn, on a weekly basis, prior to each workshop session.

The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

### RECOMMENDED TEXTS AND/OR MATERIALS

- A list of supplementary readings will be provided via iLearn.

**Recommended texts:** Students are strongly encouraged to read widely in the area and to particularly use the World-Wide-Web as a powerful source of research in this subject.

**Chaffey, D. and Ellis-Chadwick., F., Abed-Rabbo, M., 2025. Digital Marketing. Pearson UK.**

**Chaffey, D. and Ellis-Chadwick, F., 2022. Digital marketing. Pearson UK.**

Hanlon, A., 2022. Digital Marketing: Strategic Planning & Integration. SAGE Publications Limited.

Kingsnorth, S., 2019. Digital marketing strategy: an integrated approach to online marketing.

## **TECHNOLOGY USED AND REQUIRED**

- Use of a PC or laptop is required to complete tasks on iLearn and to access iLearn for course materials
- Software required: E.g., Zoom, Word processing, PowerPoint, video recorder & video/media player, Acrobat Reader, website development tools, analytical dashboards.

## **Unit Schedule**

Please refer to [iLearn](#) for more detailed information about Unit Schedule.

## **Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.smq.edu.au) (<https://policies.smq.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.smq.edu.au/support/study/policies) (<https://students.smq.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.smq.edu.au) (<https://policies.smq.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.smq.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](http://connect.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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.

## Changes from Previous Offering

Lecture topics and resources are updated.

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Unit information based on version 2026.05 of the [Handbook](#)