



MKTG306

E-Marketing

S1 Day 2018

Archive (Pre-2019) - Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

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Credit points

3

Prerequisites

(STAT150 or STAT170 or STAT171 or PSY122) and 6cp at 200 level including (MKTG202 or MKTG203 or MKTG204 or MKTG208 or MKTG210 or MKTG213)

Corequisites

Co-badged status

Unit description

This unit introduces students to the areas of e-marketing and e-business. It covers concepts and frameworks in the areas of online marketing strategy, implementation and practice. This unit is designed to introduce students to conceptualising, developing and using marketing in computer-mediated environments. These are now the skills and capabilities required for marketers and sales, business development, customer service, and support staff working in either corporate, SME, or government.

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:

Understand the concepts and approaches to e-business marketing

Identify the different elements of the macro and micro-environment that impact on an organisation's e-marketing strategy

Understand contemporary and emerging skills and capabilities required for marketing in the digital age

Critically evaluate and reflect upon specific marketing decisions and e-marketing strategies through interactive learning techniques for individuals and groups

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>A1 Project</u>	40%	No	Week-4 and Week-12
<u>A2 Individual Assessment</u>	10%	No	Week-8
<u>A3 Tutorial Participation</u>	10%	No	Week 2-13
<u>A4 Final Examination</u>	40%	No	University Examination Period

A1 Project

Due: **Week-4 and Week-12**

Weighting: **40%**

This assessment has two components. First, students will complete a written report - "Strategic Analysis" on individual basis (15%, Due: Week-4). Second, working in groups, students will complete a creative production including a website showcasing the marketing plan for a new e-business venture (25%, Due: Week-12).

The project is designed to provide students with insights into how marketing technologies, tools, and applications can be used to develop and implement e-marketing strategy.

Detailed assessment guide including submission details and marking criteria will be available on iLearn.

To meet the Faculty's guideline of "A minimum of 50% of the assessment weight of any group work task must be allocated to individual performance", a final exam question will be related to the group task.

Please note:

1. No extensions will be granted for the individual written report. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty, or in this case zero mark for this assessment). This penalty does not apply for cases in which an application for Special Consideration is submitted and **approved**.
2. No extensions will be granted for the group creative production. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty, or in this case zero mark for this assessment). This penalty does not apply for cases in which an application for Special Consideration is submitted and **approved**.
3. Transference of marks is not permissible across assessment tasks.

On successful completion you will be able to:

- Understand the concepts and approaches to e-business marketing
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A2 Individual Assessment

Due: **Week-8**

Weighting: **10%**

Students will be required to complete the essential online modules and pass the assessments available via Google's Academy of Ads to become AdWords certified by the due date (Week-8) to get the 10%. Otherwise, 0%. No extension will be granted.

Students need to pass two of the AdWords certification assessments to become AdWords certified, i) the compulsory **AdWords Fundamentals** assessment **and**, ii) **one** of the following: Search Advertising, Display Advertising, Mobile Advertising, Video Advertising, or Shopping

Advertising.

Partial completion of the above, and/or completion of only AdWords Fundamentals (part i) but not part ii) will lead to a 0%.

Student can choose to start these online modules and complete the assessments any time.

Further details including the relevant URLs will be available on iLearn.

Please note:

1. Given the amount of time allowed to complete this assessment, and the flexibility that comes with it, application for Special Consideration will only be reviewed where the disruption lasted for at least **two consecutive teaching weeks**.
2. Transference of marks is not permissible across assessment tasks.

On successful completion you will be able to:

- Understand contemporary and emerging skills and capabilities required for marketing in the digital age

A3 Tutorial Participation

Due: **Week 2-13**

Weighting: **10%**

Tutorial activities are designed to guide students through the process of developing a marketing plan for a new e-business venture (supporting A1 Project) and to reinforce students' understanding of the course materials through applications. Various tasks will be given during tutorials. These tasks must be completed during tutorials. They might include completion of worksheets, reflective tasks, mini in-class tests etc. There will be FOUR random collections of those tasks, of which the TWO best ones will be chosen (5% x 2 = 10%).

Please note:

1. Students must attend tutorials and also complete the tasks issued by the tutor.
Completed task will only be collected **during** tutorials. Late or e-mail submission will not be accepted. No extension will be granted.
2. If you miss a tutorial which the tutorial task is collected, you will either lose one of the four opportunities to submit your work (1st and 2nd absence) or 5%, each time you are absent (3rd absence onwards).
3. In view of the flexibility provided, application for Special Consideration will only be

reviewed where the disruption lasted for at least **two consecutive teaching weeks**.

4. Transference of marks is not permissible across assessment tasks.

On successful completion you will be able to:

- Understand the concepts and approaches to e-business marketing
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A4 Final Examination

Due: **University Examination Period**

Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that: i) the product belongs to the student and ii) the student has attained the knowledge and skills tested in the exam.

A closed-book 2 hours final examination for this unit will be held during the University Examination period.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations: <http://exams.mq.edu.au>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider submitting an application for Special Consideration.

If a Supplementary Examination is granted as a result of the Special Consideration, the examination will be scheduled after the conclusion of the official examination period. The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

<http://www.mq.edu.au/policy/docs/examination/policy.htm>

On successful completion you will be able to:

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Delivery and Resources

TEACHING AND LEARNING STRATEGY

The unit is delivered in a combination of lectures and tutorials. Students are expected to be active and engaged learners, contributing fully to tutorial activities and discussions. Learning activities include individual and group tasks that are to be completed during private study and in the tutorials.

Classes & Requirements

- 13 classes in the semester made up of 3 hours face-to-face teaching per week. This consists of 1 x 2 hour lecture and 1 x 1 hour tutorial/practical (Wk2 to Wk13).
- The timetable for classes can be found on the University web site at:<http://www.timetables.mq.edu.au>
- **To complete this unit satisfactorily**, students must attend at least 80% of the scheduled tutorials/Practicals, starting in Week-2. Attendance will be taken in class.
- Students are expected to actively participate in classes, be prepared to work in small groups and complete the tasks assigned each week.
- Students are expected to arrive on time and not to leave until the class ends.

Recommended Texts and/or Materials

Recommended text: [Strauss, J., & Frost, R. \(2014\). E-Marketing: International Version \(7th ed.\): Pearson Education. \(ISBN-13: 9780132953443\).](#)

Students are strongly encouraged to read widely in the area and to particularly use the internet as a powerful source of research in this subject. Other recommended texts include:

[Kaufman, I., & Horton, C. \(2015\). Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students. New York: Routledge.](#)

[Heinze, A., Fletcher, G., Rashid, T., and Cruz, A. \(2017\). Digital and Social Media Marketing: A Results-Driven Approach. Routledge](#)

[Li, C., & Bernoff, J. \(2011\). Groundswell: Winning in a world transformed by social technologies \(expanded and revised ed.\). Boston, Massachusetts: Harvard Business Review Press.](#)

[Anderson, C. \(2009\). The Long Tail: How endless choice is creating unlimited demand. London: Random House Business Book.](#)

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., Word processing, PowerPoint, video/media player, Acrobat Reader, Internet Browser.

Unit Web Page

Course materials, including lecture notes, supplementary readings and course-related announcements etc are available on the learning management system (iLearn) at <https://ilearn.mq.edu.au>

Unit Schedule

Weekly Schedule will be available on iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

Results

Results shown in *iLearn*, 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 ask.mq.edu.au.

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following

website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

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.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Assessment task

- A1 Project

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Understand the concepts and approaches to e-business marketing
- Identify the different elements of the macro and micro-environment that impact on an organisation's e-marketing strategy
- Understand contemporary and emerging skills and capabilities required for marketing in the digital age
- Critically evaluate and reflect upon specific marketing decisions and e-marketing strategies through interactive learning techniques for individuals and groups

Assessment tasks

- A1 Project
- A2 Individual Assessment
- A3 Tutorial Participation
- A4 Final Examination

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Understand the concepts and approaches to e-business marketing
- Identify the different elements of the macro and micro-environment that impact on an

organisation's e-marketing strategy

- Understand contemporary and emerging skills and capabilities required for marketing in the digital age
- Critically evaluate and reflect upon specific marketing decisions and e-marketing strategies through interactive learning techniques for individuals and groups

Assessment tasks

- A1 Project
- A3 Tutorial Participation
- A4 Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Identify the different elements of the macro and micro-environment that impact on an organisation's e-marketing strategy
- Understand contemporary and emerging skills and capabilities required for marketing in the digital age
- Critically evaluate and reflect upon specific marketing decisions and e-marketing strategies through interactive learning techniques for individuals and groups

Assessment tasks

- A1 Project
- A3 Tutorial Participation

Changes from Previous Offering

Changes from previous offering include:

1. AdWords Certification is introduced as an assessment item.
2. Tutorial participation (assessed based on various tutorial tasks) replaced an individual written assignment.

These changes are introduced based on students' feedback from previous offering.

Research & Practice, Global contexts & Sustainability

Research & Practice

This unit gives students opportunities to conduct their own research and gives them practice in applying research findings in their assignments. It uses research from external sources and Macquarie University researchers, for example:

Ang, Lawrence (2011). Community relationship management and social media, *Journal of Database Marketing & Customer Strategy Management*, 18, 31–38.

Global contexts & Sustainability

This unit prepares students for a globalised world of scientific and technological advance. In this unit, students will learn about the dynamic world of digital marketing. They will develop knowledge and understanding of the fundamentals of e-business marketing principles, which they can implement to support the strategy, desired goal and sustainable growth for both organisations and society at large.