MKTG306

E-Marketing

S1 Day 2019

Department of Marketing

Contents

General Information

Unit convenor and teaching staff
Unit Convenor / Lecturer
LayPeng Tan
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Contact via iLearn / Email
Room 453, Level 4, 4 Eastern Road, North Ryde Campus
Wednesday 3-4pm or by appointment

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
Business today is increasingly confronted with the need to participate in and manage a real-time digital environment. Marketers are expected to adopt digital mindsets and be fluent with digital business strategies. Such understanding and skills help them to take advantage of digital technologies to gain a competitive advantage. This unit develops students' knowledge and skills in digital marketing. The unit focuses on the key concepts and frameworks used in digital marketing strategy, implementation and practice. Attention is given to the use of contemporary digital marketing applications in value creation, customer acquisition, customer retention and development.

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:

Explain 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

Apply 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
A1 Project	45%	No	As Scheduled
A2 In-Class Activities	15%	No	Week 2-13
A3 Final Examination	40%	No	University Examination Period

A1 Project

Due: **As Scheduled**
Weighting: **45%**

Task Description

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

This assessment has several components. First, students will complete a written report on individual basis. Second, working in groups, students will complete a creative production including a website and in-class presentation showcasing their online strategy for a new digital business.

Type of Collaboration

This assignment which will be assessed on both individual and group performance.

Format / Submission

Detailed assessment guide including submission details and marking criteria will be available on the MKTG306 iLearn Unit page

Additional Notes on Late Submissions

Written report and Project Website: No extensions will be granted. 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). Late submissions will be accepted up to 72 hours after the due date and time. This penalty does not apply for cases in which an application for Special Consideration is submitted and approved.

Presentation: No extension will be granted. Students who are absent or do not participate in the presentation will get 0%

automatically.

Transference of marks is not permissible across assessment tasks.

On successful completion you will be able to:

- Explain the concepts and approaches to e-business marketing
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A2 In-Class Activities

Due: **Week 2-13**
Weighting: **15%**

Task Description

In-class workshop activities are designed to reinforce students' understanding of the course materials through applications. Various tasks will be given during the workshops and are to be completed in-class. They might include completion of worksheets, reflective tasks, hands-on practice, mini in-class tests etc. There will be minimum four random collections of those tasks, of which the three best ones will be chosen.

Type of Collaboration

During the workshop, students may work individually or in a group. Assessments are based on individual performance.

Format / Submission

Further details will be provided on the MKTG306 iLearn Unit page and during the workshops.

Additional Notes on Late Submissions

Students must attend all workshops and also complete the tasks issued by the tutor. Completed task will only be collected during the workshops. Late or e-mail submission will not be accepted. No extension will be granted.

If you miss a workshop which a task is collected, you will either lose one of the opportunities to submit your work (1st absence) or marks each time you are absent (2nd absence onwards).

In view of the flexibility provided, application for Special Consideration will only be reviewed where the disruption lasted for at least two consecutive workshops.

Transference of marks is not permissible across assessment tasks.

On successful completion you will be able to:

- Explain the concepts and approaches to e-business marketing
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- Critically evaluate and reflect upon specific marketing decisions and e-marketing strategies through interactive learning techniques for individuals and groups

A3 Final Examination

Due: **University Examination Period**
Weighting: **40%**

Task Description

A closed-book 3-hours final examination for this unit will be held during the University Examination period.

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.

Type of Collaboration

Individual

Format / Length

Further information about the Final Exam will be provided in Week-13, Review Lecture.

Additional Notes on Final Examination

Students are expected to present themselves for examination at the time and place designated in the University Examination Timetable.

Please see Assessment Policy Schedule 4.

On successful completion you will be able to:

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

Delivery and Resources

TEACHING AND LEARNING STRATEGY

The unit is delivered in a combination of lectures and workshops. Students are expected to be

active and engaged learners, contributing fully to workshop activities and discussions. Learning activities include individual and group tasks that are to be completed during private study and in the workshops.

Classes & Requirements

• 38 contact hours made up of 13 x 2 hours weekly lectures, and 6 x 2 hours alternate week workshops.

• 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 all six (6) scheduled workshops, starting in Week-2 or Week-3 (Please check your timetable carefully). 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 workshop.

• 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 e d.): 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). 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). 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 (https://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 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 ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

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

If you are a Global MBA student contact globalmba.support@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

- Explain 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
- Apply 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 In-Class Activities
- A3 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

- Explain 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
- Apply 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 In-Class Activities
- A3 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
- Apply 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 In-Class Activities

Changes from Previous Offering

A1 Project: In-Class Presentation replaced a written digital marketing plan.

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.