



MRKT11028 *Digital Marketing*

Term 1 - 2018

Profile information current as at 19/08/2022 06:12 pm

All details in this unit profile for MRKT11028 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

Businesses and organisations cannot sustain their competitive advantages in today's digital age without the expertise of digital marketing. This unit is designed to extend the way in which principles of modern marketing theory and practice are applied to the digital world. In this unit, you will develop pivotal understanding on marketing technologies, techniques, and strategies involving video, email, social media, and mobile elements. In addition, this unit also covers critical insights on the implementation of branding and advertising in the interactive online environment.

Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2018

- Brisbane
- Distance
- Melbourne
- Perth
- Rockhampton
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Online Quiz(zes)**

Weighting: 20%

2. **Presentation**

Weighting: 30%

3. **Written Assessment**

Weighting: 50%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student feedback (big red button)

Feedback

The use of the collaborative learning spaces in the library proved challenging due to the system's complexity. Students were challenged by technology mediated tasks

Recommendation

Standard computer labs will be used to reduce the complexity of the working interface

Feedback from Student feedback (big red button)

Feedback

The inclusion of internet and social media as a focus was well received

Recommendation

The arrangement of course materials has been altered to accomodate student interest in this vital area of marketing.

Feedback from Student feedback (big red button)

Feedback

Students found the thinking pieces too difficult because of the requirement for critical thinking and reflection

Recommendation

The aspect of thinking pieces has been removed and consolidation quizzes have been implemented

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Identify the key concepts, principles, approaches, and applications of digital marketing
2. Examine the critical elements of video marketing and display advertising
3. Formulate effective strategies for email marketing and social media marketing
4. Analyse trends and developments in the area of mobile marketing.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

N/A Level
 Introductory Level
 Intermediate Level
 Graduate Level
 Professional Level
 Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Online Quiz(zes) - 20%	•	•	•	
2 - Presentation - 30%	•	•	•	
3 - Written Assessment - 50%			•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication	•	•	•	•
2 - Problem Solving	•	•	•	
3 - Critical Thinking	•	•	•	•
4 - Information Literacy			•	•
5 - Team Work				
6 - Information Technology Competence				
7 - Cross Cultural Competence				
8 - Ethical practice	•	•	•	•
9 - Social Innovation				
10 - Aboriginal and Torres Strait Islander Cultures				

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Online Quiz(zes) - 20%		•	•					•		
2 - Presentation - 30%	•	•	•					•		
3 - Written Assessment - 50%	•		•	•				•		

Textbooks and Resources

Textbooks

MRKT11028

Prescribed

Internet Marketing: Integrating Online and Offline Strategies

Edition: 3rd edn (2013)

Authors: Roberts, ML & Zahay, D

Cengage

Mason, OH, USA

ISBN: 9781133625902

Binding: Other

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Office

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

En Li Unit Coordinator

e.li@cqu.edu.au

Schedule

Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Internet Marketing as Part of the Marketing Communications Mix	1	

Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
The Internet Value Chain	2	

Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Business Models and Strategies	3	

Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Online Branding and Video Marketing	5	

Week 5 - 02 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Display Advertising and Other Customer Acquisition Techniques	6	
Vacation Week - 09 Apr 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Week 6 - 16 Apr 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Email Marketing to Build Consumer and Business Relationships	7	
Week 7 - 23 Apr 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Social Media Marketing	9	Online Quiz Due: Week 7 Monday (23 Apr 2018) 5:00 pm AEST
Week 8 - 30 Apr 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Customer Relationship Development and Retention Marketing	11	Presentation Due: Week 8 Friday (4 May 2018) 5:00 pm AEST
Week 9 - 07 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Customer Service and Support in Web Space	13	
Week 10 - 14 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Measuring and Evaluating Web Marketing Programs	14	
Week 11 - 21 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Social and Regulatory Issues: Privacy, Security, and Intellectual Property	15	
Week 12 - 28 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Mobile Marketing and Related Developments	16	Social Media Marketing Report Due: Week 12 Friday (1 June 2018) 5:00 pm AEST
Review/Exam Week - 04 Jun 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Exam Week - 11 Jun 2018		
Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

Assessment Tasks

1 Online Quiz

Assessment Type

Online Quiz(zes)

Task Description

Assessment 1 consists of an online quiz that includes 20 questions and has a time limit of 30 minutes. This quiz covers Chapters 3, 5, 6, and 7 from the prescribed textbook, and it will open Week 5 Monday 09:00 AM AEST and close Week 7 Monday 05:00 PM AEST.

Instructions and advice

- This quiz can only be attempted **ONCE** so do not open the quiz until you are ready to complete the entire quiz.
- Responsibility for the browser, Internet connection and the computer you use remains with the student.
- Refer system access problems (e.g. Moodle login or password issues) to the Technology and Services Assistance Centre (tasac@cqu.edu.au) as soon as possible.
- "My computer has frozen up during the online quiz - what do I do?" The first thing to do is "don't panic"! Contact the Unit Coordinator immediately for assistance identifying the nature of the problem, your full name, student number and campus. Any omissions of this required information may delay a response.
- If a student requests a reset of the quiz and the Unit Coordinator agrees to that request, but subsequently the student does not complete the quiz within the deadline, it will be deemed that the quiz has not been completed and a score of zero will apply. Note that the determination of whether the quiz result was affected by technical difficulties will be solely the prerogative of the Unit Coordinator. Simply doing poorly in the quiz and then asking for a reset will not be considered.

Number of Quizzes

1

Frequency of Quizzes

Other

Assessment Due Date

Week 7 Monday (23 Apr 2018) 5:00 pm AEST

Return Date to Students

Marks on completion of the quiz

Weighting

20%

Assessment Criteria

- Each question is worth 1 mark.
- The total score for Assessment 1 is 20 marks (20 questions x 1 mark = 20 marks).

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Identify the key concepts, principles, approaches, and applications of digital marketing
- Examine the critical elements of video marketing and display advertising
- Formulate effective strategies for email marketing and social media marketing

Graduate Attributes

- Problem Solving
- Critical Thinking
- Ethical practice

2 Presentation

Assessment Type

Presentation

Task Description

Assessment 2 requires you to demonstrate your ability to explain and apply a digital marketing theory

through a 3-minute presentation.

Imagine that you are applying for a senior analyst position at a digital marketing firm. As part of your job interview, you are required to give a brief presentation on an important digital marketing theory.

Firstly, please identify a digital marketing theory you have learned from this unit so far. Please briefly explain this theory by using your own words.

Secondly, please find a real-world organisation and introduce its background and main products in 2018.

Lastly, please apply the digital marketing theory to this organisation. That is, you will provide recommendations on how the organisation could benefit from applying the theory.

This presentation should be made within 3 minutes and through 5 PowerPoint slides. The slides should follow the subsequent structure:

- Student information and presentation title;
- Explanation of a digital marketing theory;
- Introduction of a real-world organisation;
- Recommendations for the organisation;
- Reference list.

You will also prepare a script (i.e., a Word document) in which you will write out or at least outline what you intend to say in your presentation.

Please pay attention to the following details on presentation and submission methods:

- On-campus students will deliver their presentation in class, and submit their PowerPoint file and script on Moodle.
- Distance education students will record their presentation through PowerPoint's "Record Slide Show" function, and submit their PowerPoint file (with recording) and script on Moodle.

For all students, the Moodle submission of PowerPoint file and script will be due at 05:00 PM AEST Friday Week 8.

However, on-campus students may present in class prior to, during, or after Week 8, depending on their local lecturer/tutor's scheduling.

Assessment Due Date

Week 8 Friday (4 May 2018) 5:00 pm AEST

Return Date to Students

Week 11 Friday (25 May 2018)

Weighting

30%

Assessment Criteria

- PowerPoint design - 5 marks
- Presentation clarity - 3 marks
- Explanation of a digital marketing theory - 5 marks
- Introduction of a real-world organisation - 5 marks
- Recommendations for the organisation - 10 marks
- Referencing - 2 marks
- Total - 30 marks

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Identify the key concepts, principles, approaches, and applications of digital marketing
- Examine the critical elements of video marketing and display advertising
- Formulate effective strategies for email marketing and social media marketing

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Ethical practice

3 Social Media Marketing Report

Assessment Type

Written Assessment

Task Description

Assessment 3 requires you to write a social media marketing report of 1600 words maximum.

Choose **one** of the following organisations:

- Fitness First Australia
- Helloworld Travel
- Boost Juice
- Domino's Australia

Your task in Assessment 3 is to write a social media marketing report for the senior management of your chosen organisation.

You will need to address the following in your report:

1. Give a brief summary of your chosen organisation's current product offerings and its competitive position in the relevant industry;
2. Use the four steps model for developing a social media marketing strategy as the basis for researching and analysing your organisation's use of social media. This will help to summarise your chosen organisation's history with and current use of social media;
3. List and explain which social media platforms (e.g. Facebook, YouTube, Instagram, Twitter etc.) are being used by your chosen organisation and assess the overall use of and effectiveness of each of these platforms; and
4. Make 2 recommendations to improve and enhance your chosen organisation's social media marketing efforts.

Instructions

- The social media marketing report should be presented as a formal business report.
- Please use size 12 font with 1.5 line spacing in a Word document (no PDF).
- Your argument and analysis in this report requires theoretical support from a minimum of 10 journal article references.

Assessment Due Date

Week 12 Friday (1 June 2018) 5:00 pm AEST

Return Date to Students

As this unit has no exam, the formal results for this last piece of assessment can only be released to students on the Certification of Grades date (06-Jul-2018).

Weighting

50%

Assessment Criteria

- Report structure, writing style, and referencing - 5 marks
- Summary of the chosen organisation - 5 marks
- Use of the four steps model - 10 marks
- Analysis of social media platforms used - 10 marks
- Recommendations - 10 marks
- Theoretical support (from at least 10 journal articles) - 10 marks
- Total - 50 marks

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Formulate effective strategies for email marketing and social media marketing
- Analyse trends and developments in the area of mobile marketing.

Graduate Attributes

- Communication

- Critical Thinking
- Information Literacy
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem