MRKT11028 *Digital Marketing*
Term 2 - 2021

Profile information current as at 19/04/2024 12:29 am

All details in this unit profile for MRKT11028 have been officially approved by CQUniversity 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 2 - 2021

- Brisbane
- Melbourne
- Online
- 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

Feedback

Assessment 3 was deemed by students to have too much weight (50%).

Recommendation

Recommend to adjust the weightage of marks for the three assessments. Especially, lower the mark for assessment 3 to 40%.

Feedback from Student feedback

Feedback

Use of exemplars.

Recommendation

The students have come to expect exemplars. Most of the students rely on exemplars to do the assessments and are willing to be creative. So, it is recommended that exemplars are provided for the assessments.

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

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

E-marketing
Edition: 8th (2019)
Authors: Frost, R., Fox, A.K., & Strauss, J
Routledge
New York , New York , United States
ISBN: 9781138588363
Binding: Paperback

Additional Textbook Information
Both paper and eBook versions can be purchased at the CQUni Bookshop here: http://bookshop.cqu.edu.au (search on the Unit code).

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 PowerPoint
- Microsoft Word

Referencing Style

All submissions for this unit must use the referencing style: American Psychological Association 7th Edition (APA 7th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Warren Lawson Unit Coordinator
w.lawson1@cqu.edu.au

Schedule

Week 1 - 12 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic
E-Marketing's Past, Present and Future	1	

Week 2 - 19 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic
Strategic E-Marketing and Performance Metrics	2	

Week 3 - 26 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic

The E-Marketing Plan	3	**Online Quiz 1 opens Monday (26 July 2021) 09:00 am AEST and closes Sunday (1 August 2021) 11:45 pm AEST**
Week 4 - 02 Aug 2021		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
E-Marketing Research	6	**Online Quiz 2 opens Monday (2 August 2021) 09:00 am AEST and closes Sunday (8 August 2021) 11:45 pm AEST**
Week 5 - 09 Aug 2021		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Consumer Behavior Online Segmentation, Targeting, Differentiation, and Positioning Strategies	7 & 8	
Vacation Week - 16 Aug 2021		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Week 6 - 23 Aug 2021		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Product: The Online Offer	9	
Week 7 - 30 Aug 2021		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Price: The Online Value	10	**Social Media Engagement Report and Presentation** Due: Week 7 Friday (3 Sept 2021) 11:45 pm AEST
Week 8 - 06 Sep 2021		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
The Internet for Distribution	11	
Week 9 - 13 Sep 2021		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
E-Marketing Communication: Owned Media	12	
Week 10 - 20 Sep 2021		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
E-Marketing Communication: Paid Media	13	
Week 11 - 27 Sep 2021		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
E-Marketing Communication: Earned Media	14	
Week 12 - 04 Oct 2021		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Ethical and Legal Issues Customer Relationship Management	5 & 15	**E-Marketing Plan** Due: Week 12 Friday (8 Oct 2021) 11:45 pm AEST

Term Specific Information

Contact information for Warren Lawson

I encourage all students to contact me, either by email or telephone, with any personal questions or queries relating to the unit.

Email: w.lawson1@cqu.edu.au

Telephone: +61 (03) 9616 0518

I'm based on the Melbourne Campus and can be found during term in the Business and Law staff room on level 4, 120 Spencer Street.

Assessment Tasks

1 Online quizzes

Assessment Type
Online Quiz(zes)

Task Description
Assessment 1 requires the completion of **TWO (2)** online quizzes. Students are to attempt each quiz online with each quiz addressing content from a relevant chapter of the prescribed textbook. There will be twenty (20) questions in each quiz with each correct answer worth 0.5 marks. The quiz answer format will be a combination of multiple choice and true or false. Each quiz will be a maximum 40 minutes in duration.

Instructions and advice
• This is an individual assessment (no groups).
• Both quizzes should be attempted online through the unit's Moodle site.
• Quizzes can be accessed from inside the Assessment tile on the unit Moodle site.
• Refer to the table below for quiz opening and closing times.
• Each quiz will address content from a relevant chapter of the prescribed textbook (see table below for details).
• Each quiz is worth a maximum 10% towards your overall grade (i.e. 2 quizzes x 10% = 20%).
• Each quiz consists of 20 questions and is a maximum 40 minutes in duration.
• Answer format will be a combination of multiple choice and true or false.
• There are no negative marks for incorrect answers.
• These are open book quizzes, so you can have your textbook with you when doing each quiz.
• Each online quiz can only be attempted **ONCE**, so DO NOT start the quiz until you are ready to complete the entire quiz in one sitting.
• Responsibility for access, Internet Service Provider, browsers, 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.
• Any problems during the quiz (e.g. screen has frozen)? Email the Unit Coordinator immediately for assistance identifying the unit, your full name, student number, campus and approximate time the problem occurred. Any omissions of this required information may delay a response.
• Students are encouraged to provide their own timer and not rely on the computer.

Quiz	Content	Quiz Opening Day/Time	Quiz Closing Day/Time
1	Chapter 2	Week 3 Monday (26 July 2021) 09:00 am AEST	Week 3 Sunday (1 August 2021) 11:45 pm AEST
2	Chapter 3	Week 4 Monday (2 August 2021) 09:00 am AEST	Week 4 Sunday (8 August 2021) 11:45 pm AEST

Number of Quizzes
2

Frequency of Quizzes
Weekly

Assessment Due Date

Weeks 3 and 4 (see Quiz opening and closing times in 'Task Description')

Return Date to Students

Marks are shown on completion of each quiz

Weighting
20%

Assessment Criteria

- Each question is worth half a mark (0.5 marks).
- 20 questions per quiz x 0.5 marks x 2 quizzes.
- Total: 20 marks.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Online (through unit's Moodle page)

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

2 Social Media Engagement Report and Presentation

Assessment Type
Presentation

Task Description
Assessment 2 is an individual assessment that involves preparing a brief social media engagement report by analysing contents posted on a chosen company's Facebook/Twitter page. This assessment task requires the submission of **TWO (2) FILES (i.e. one Word file and one PowerPoint file)**. You are required to analyse Facebook/Twitter posts by a real company in the **Australian retail industry** and how Facebook/Twitter users engage with these posts. You will classify these posts based on pre-determined categories or themes and prepare a brief report based on the analysis (please see Assessment 2 guidelines in Moodle for details). The report should include a recommendation section for the company. The main body of the report should be 1500 words maximum in length excluding the executive summary, table of contents, tables, charts/graphs, the reference list and appendices. The presentation component will cover the major findings from the analysis and provide recommendations and be in PowerPoint format with recorded voice-over limited to **5 slides (excluding title slide)** and no longer than **5 minutes in duration**. The following link provides a good video tutorial on how to record voice-over in PowerPoint: https://www.youtube.com/watch?v=jHeH05PKvHg

NB: The company you choose will also be used in the Assessment 3 task.

Any assessment with a 'Turnitin' score of more than 25% will be checked by the marker and unit coordinator for potential plagiarism issue although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment could be forwarded to an appropriate office/authority.

Assessment Due Date
Week 7 Friday (3 Sept 2021) 11:45 pm AEST
Penalties apply for late submission (5% mark will be deducted from the total mark for Assessment 2 per day unless an approved extension has been granted).

Return Date to Students
Week 9 Friday (17 Sept 2021)
The return date will apply to submissions made before or on the due date.

Weighting
30%

Assessment Criteria
Written report will be assessed as follows (20 marks):

- Research (i.e. identifying and classifying Facebook/Twitter posts) (6 marks)
- Analysis write-up (i.e. writing about the findings and providing recommendations) (8 marks)
- Integrate findings from theoretical and empirical research including proper in-text citations and reference list using APA referencing style (3 marks)
- Report format (i.e. structure) and writing (i.e. spelling, grammar, sentence construction) (3 marks)

Presentation will be assessed as follows (10 marks):

- Presentation content (i.e. covers the major findings from the analysis, provides recommendations) (5 marks)
- Presentation delivery (i.e. delivery is professional and finishes within 5 minutes) (5 marks)
- Total: 30 marks.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submit through the Assessment 2 submission link in the unit's Moodle page.

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
- Information Literacy

3 E-Marketing Plan

Assessment Type
Written Assessment

Task Description
Assessment 3 is an individual assessment whereby students will design an E-marketing plan (EMP) for their chosen company from Assessment 2. The EMP will be based on a new product the retailer will have available for sale in 2021/2022. There are 7 steps to prepare an EMP according to the textbook (see chapter 3 for details). The word limit for the EMP is 2500 words excluding the executive summary, table of contents, tables, charts/graphs, the reference list and appendices. For details including the suggested structure of the EMP, please read the Assessment 3 guidelines available in the unit's Moodle page. Your assessment should show an application of relevant E-marketing concepts, theories, and analytic tools learnt in the unit.

Any assessment with a 'Turnitin' score of more than 25% will be checked by the marker and unit coordinator for potential plagiarism issues although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment could be forwarded to an appropriate office/authority.

Assessment Due Date
Week 12 Friday (8 Oct 2021) 11:45 pm AEST
Penalties apply for late submission (a 5% mark deduction will be applied per day unless an approved extension has been granted).

Return Date to Students

Marked assessments will be returned following certification of grades (Friday, 5 November 2021).

Weighting
50%

Assessment Criteria

- Executive summary (3 marks)
- Introduction to the report (2 marks)
- Situation analysis (10 marks)
- Segmentation, targeting and positioning (STP) and objectives (10 marks)
- E-Marketing mix strategy (10 marks)
- Implementation, Evaluation plan, and Budgeting (10 marks)
- Referencing format (3 marks)
- Mechanics (report format and writing style) (2 marks)
- Total: 50 marks.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submit through the Assessment 3 submission link in the unit's Moodle page.

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
- Problem Solving
- Critical Thinking
- Information Literacy

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