



# MRKT11028 *Digital Marketing*

## Term 2 - 2023

Profile information current as at 29/04/2024 05:03 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 - 2023

- 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

Some students were receptive to the provision of assessment guidelines, marking rubrics, mark sheets, and exemplars.

##### Recommendation

Provide students with additional assessment support in the form of assessment guidelines, marking rubrics, mark sheets, and exemplars available through the unit Moodle site.

#### Feedback from Student feedback

##### Feedback

Some students valued having access to weekly recorded Zoom sessions.

##### Recommendation

Offer weekly Zoom workshop/s to address the leaning activities and to discuss assessments. All Zoom sessions to be recorded and uploaded within 24 hours to the unit Moodle site for the benefit of those students who cannot participate.

## 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



### 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 (2018)

Authors: Frost, R., Fox, A.K., & Strauss, J

Routledge

New York , New York , United States

ISBN: 9781138588363

Binding: Paperback

[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

**Nazia Nabi** Unit Coordinator

[n.nabi@cqu.edu.au](mailto:n.nabi@cqu.edu.au)

## Schedule

### Week 1 - 10 Jul 2023

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

### Week 2 - 17 Jul 2023

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

### Week 3 - 24 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
The E-Marketing Plan	3	<b>Online Quiz 1 opens Monday (24 July 2023) 09:00 am AEST and closes Sunday (30 July 2023) 11:00 pm AEST</b>

### Week 4 - 31 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

E-Marketing Research

6

**Online Quiz 2 opens Monday (31 July 2023) 09:00 am AEST and closes Sunday (6 August 2023) 11:00 pm AEST**

**Week 5 - 07 Aug 2023**

Module/Topic	Chapter	Events and Submissions/Topic
Consumer Behaviour Online Segmentation, Targeting, Differentiation, and Positioning Strategies	7 & 8	

**Vacation Week - 14 Aug 2023**

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

**Week 6 - 21 Aug 2023**

Module/Topic	Chapter	Events and Submissions/Topic
Product: The Online Offer	9	

**Week 7 - 28 Aug 2023**

Module/Topic	Chapter	Events and Submissions/Topic
Price: The Online Value	10	<b>Social Media Engagement Report and Presentation</b> Due: Week 7 Friday (1 Sept 2023) 11:00 pm AEST

**Week 8 - 04 Sep 2023**

Module/Topic	Chapter	Events and Submissions/Topic
The Internet for Distribution	11	

**Week 9 - 11 Sep 2023**

Module/Topic	Chapter	Events and Submissions/Topic
E-Marketing Communication: Owned Media	12	

**Week 10 - 18 Sep 2023**

Module/Topic	Chapter	Events and Submissions/Topic
E-Marketing Communication: Paid Media	13	

**Week 11 - 25 Sep 2023**

Module/Topic	Chapter	Events and Submissions/Topic
E-Marketing Communication: Earned Media	14	

**Week 12 - 02 Oct 2023**

Module/Topic	Chapter	Events and Submissions/Topic
Ethical and Legal Issues Customer Relationship Management	5 & 15	<b>E-Marketing Plan</b> Due: Week 12 Friday (6 Oct 2023) 11:00 pm AEST

## 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](mailto:tasac@cqu.edu.au)) as soon as possible.
- Any issues 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 issue 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 (24 July 2023) 09:00 am AEST	Week 3 Sunday (30 July 2023) 11:00 pm AEST
2	Chapter 3	Week 4 Monday (31 July 2023) 09:00 am AEST	Week 4 Sunday (6 August 2023) 11:00 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).
- Twenty 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

This assessment task requires the submission of **TWO (2) FILES (i.e., one Word file and one PowerPoint file)**.

Assessment 2 is an individual assessment that involves preparing a brief social media engagement report by analysing contents posted on a chosen brand's social media platform/s (e.g., Facebook, Instagram, YouTube, Twitter).

You are required to select **one** of the following brands:

- Bonds
- Billabong
- Coles
- Domain Real Estate
- Flight Centre Australia
- Kmart Australia
- Lorna Jane
- Qantas
- Vegemite
- Woolworths
- Jetstar

Analyse your chosen brand's social media posts as well as how social media 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 your chosen brand. 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 be in PowerPoint format with recorded voice-over limited to **5 slides (excluding title slide)** and no longer than **5 minutes in duration**. The presentation component must include the major findings from the analysis and recommendations. 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 brand you select 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 (1 Sept 2023) 11:00 pm AEST

Penalties apply for late submission (a 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 (15 Sept 2023)

Results will be released after moderation is completed (expected release time to students is 2 weeks after the submission excluding public and University holidays time).

### Weighting

30%

### Assessment Criteria

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

- Research (i.e., identifying and classifying social media 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) (6 marks)



- Presentation delivery (i.e., delivery is professional and finishes within 5 minutes) (4 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

This assessment task requires the submission of **ONE (1) FILE (i.e., one Word file)**. Assessment 3 is an individual assessment whereby students will design an E-marketing plan (EMP) for their chosen brand from Assessment 2. The EMP will be based on a new product/service the company is planning to launch for the brand in 2024. 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 (6 Oct 2023) 11:00 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, 3 November 2023).

## 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)

**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