MRKT20056 *Digital Marketing and Machine Learning*
Term 2 - 2023

All details in this unit profile for MRKT20056 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

Digital marketing is fundamentally crucial to any business success nowadays, and has become every marketer's Best Friend Forever (BFF). In this unit, you will refresh your mindset with a wide range of essential digital marketing concepts and theories, and will turbocharge your skillset in relation to web, search, content, social media, and mobile marketing. You will also learn how advancements in marketing technology in particular machine learning are revolutionising marketing practices and enabling smarter marketing. This unit aims to ultimately take your marketing expertise to the next level.

Details

Career Level: *Postgraduate*
Unit Level: *Level 9*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

Pre-requisite: MRKT20052.
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 Postgraduate 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. **Written Assessment**
Weighting: 40%
2. **Written Assessment**
Weighting: 60%

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 Self observation

Feedback

Digital marketing is now fundamentally crucial to the success of any strategic marketing programs.

Recommendation

The teaching staff in the future offerings of this unit will be encouraged to utilise more learning and teaching materials related to digital marketing.

Feedback from Staff reflection

Feedback

Machine learning has emerged as an important force in revolutionising practices related to strategic marketing or marketing metrics and analytics.

Recommendation

The teaching staff in the future offerings of this unit will be encouraged to incorporate the learning and teaching materials related to the application of machine learning to marketing.

Unit Learning Outcomes

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

1. Evaluate and communicate a range of digital marketing concepts and theories and their application to business contexts
2. Assess and evaluate contemporary tools and practices in relation to web and search marketing
3. Analyse and understand pivotal trends and opportunities in relation to content, social media, and mobile marketing
4. Demonstrate a comprehensive understanding of the major advancements in marketing technology as well as the critical roles of machine learning in the ongoing marketing revolutions.

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 - Written Assessment - 40%	•	•	•	•
2 - Written Assessment - 60%	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	◦	◦	◦	◦
2 - Communication	◦	◦	◦	◦
3 - Cognitive, technical and creative skills	◦	◦	◦	◦
4 - Research	◦	◦	◦	◦
5 - Self-management				
6 - Ethical and Professional Responsibility				
7 - Leadership				
8 - Aboriginal and Torres Strait Islander Cultures				

Textbooks and Resources

Textbooks
MRKT20056

Prescribed

Digital Marketing: Strategic Planning & Integration
Edition: 2nd (2022)
Authors: Annmarie Hanlon
Sage
ISBN: 9781529742800
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 Office

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

En Li Unit Coordinator
e.li@cqu.edu.au

Schedule

Week 1 - 10 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
The Digital Marketing Environment & The Digital Consumer	1 & 2	

Week 2 - 17 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Machine Learning and Marketing: Supervised Learning	No set chapter	

Week 3 - 24 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Machine Learning and Marketing: Unsupervised Learning	No set chapter	

Week 4 - 31 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic

Module/Topic	Chapter	Events and Submissions/Topic
Email, Websites, SEO and Paid Search	3	

Week 5 - 07 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Content Marketing	4	

Vacation Week - 14 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 21 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Social Media Marketing	5	

Week 7 - 28 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Mobile Marketing	7	**Individual Written Assessment 1** Due: Week 7 Friday (1 Sept 2023) 5:00 pm AEST

Week 8 - 04 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Digital Marketing Audits & Digital Marketing Strategy and Objectives	9 & 10	

Week 9 - 11 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Digital Marketing Planning	11	

Week 10 - 18 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Managing Resources and Reporting	12	

Week 11 - 25 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Digital Marketing Metrics and Analytics	13	

Week 12 - 02 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
Integrating, Improving and Transforming Digital Marketing	14	**Individual Written Assessment 2** Due: Week 12 Friday (6 Oct 2023) 5:00 pm AEST

Review/Exam Week - 09 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 16 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Individual Written Assessment 1

Assessment Type
Written Assessment

Task Description
In this assessment, you will be required to read two research articles related to digital marketing or machine learning, and apply the findings of these articles to real-world organisations. The information for the two research articles will be provided to students in Week 5.

Specifically, you will perform the following tasks for each of the two articles:

- Summarise the findings of the article in your own words;
- Introduce a real-world organisation and provide one specific recommendation on how this organisation could benefit from applying the findings of the article.

This assessment should be submitted in a single Word document, has a word limit between 600-1200, and requires a minimum of 5 references.

Assessment Due Date
Week 7 Friday (1 Sept 2023) 5:00 pm AEST

Return Date to Students
Week 9 Friday (15 Sept 2023)

Weighting
40%

Assessment Criteria

- Article 1: summary of findings, organisation introduction, recommendation - 15 marks
- Article 2: summary of findings, organisation introduction, recommendation - 15 marks
- Writing style and referencing - 10 marks
- Total - 40 marks

Referencing Style

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

Submission
Online

Learning Outcomes Assessed

- Evaluate and communicate a range of digital marketing concepts and theories and their application to business contexts
- Assess and evaluate contemporary tools and practices in relation to web and search marketing
- Analyse and understand pivotal trends and opportunities in relation to content, social media, and mobile marketing
- Demonstrate a comprehensive understanding of the major advancements in marketing technology as well as the critical roles of machine learning in the ongoing marketing revolutions.

2 Individual Written Assessment 2

Assessment Type
Written Assessment

Task Description
In this assessment, please imagine that you are in charge of marketing for a hypothetical new company which will start competing in the home delivery meal kit industry in Australia later this year.
Specifically, you will develop and justify five recommendations for this new company's marketing practices, including:

- A recommendation related to search marketing;
- A recommendation related to content marketing;
- A recommendation related to social media marketing;
- A recommendation related to mobile marketing;
- A recommendation related to marketing technology and machine learning.

This assessment should be submitted in a single Word document, has a word limit between 900-1800, and requires a minimum of 10 references.

Assessment Due Date
Week 12 Friday (6 Oct 2023) 5:00 pm AEST

Return Date to Students

The results for this final assessment will be released on the Certification of Grades date.

Weighting
60%

Assessment Criteria

- Recommendation related to search marketing - 10 marks
- Recommendation related to content marketing - 10 marks
- Recommendation related to social media marketing - 10 marks
- Recommendation related to mobile marketing - 10 marks
- Recommendation related to marketing technology and machine learning - 10 marks
- Writing style and referencing - 10 marks
- Total - 60 marks

Referencing Style

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

Submission
Online

Learning Outcomes Assessed

- Evaluate and communicate a range of digital marketing concepts and theories and their application to business contexts
- Assess and evaluate contemporary tools and practices in relation to web and search marketing
- Analyse and understand pivotal trends and opportunities in relation to content, social media, and mobile marketing
- Demonstrate a comprehensive understanding of the major advancements in marketing technology as well as the critical roles of machine learning in the ongoing marketing revolutions.

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