



MRKT11028 *Digital Marketing*

Term 2 - 2024

Profile information current as at 18/06/2024 12:23 am

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 2 - 2024

- 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: 10%

2. **Presentation**

Weighting: 40%

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 Feedback received from the students in the workshops.

Feedback

Students enjoyed the practical application of digital marketing concepts within their assessments throughout the term.

Recommendation

Continue to use practical examples while discussing the marketing concepts.

Feedback from Feedback received from the students in the workshops.

Feedback

Students expected to have the exemplars for assessments 2 and 3 available on Moodle to get the support of the report structure.

Recommendation

Provide detailed description of the structure for assessments 2 and 3 reports.

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) - 10%	•	•	•	•
2 - Presentation - 40%	•	•	•	
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				

Textbooks and Resources

Textbooks

MRKT11028

Prescribed

eMarketing: Digital Marketing Strategy

Edition: 9th (2023)

Authors: Raymond D. Frost, Alexa K. Fox, and Terry M. Daugherty

Routledge

New York , New York , United States

ISBN: 978-1-003-24731-9 (ebk)

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

Schedule

Week 1 - 08 Jul 2024

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

Week 2 - 15 Jul 2024

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

Week 3 - 22 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
The E-Marketing Plan	3	

Week 4 - 29 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
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Online Quiz will open on Monday 9.00am of week 4 (29 July 2024) and will be closed Sunday 11.00pm of week 4 (4 August 2024)

E-Marketing Research 6

Week 5 - 05 Aug 2024

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

Vacation Week - 12 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 19 Aug 2024

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

Week 7 - 26 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
Price: The Online Value	10	Social Media Engagement Report and Presentation Due: Week 7 Friday (30 Aug 2024) 11:00 pm AEST

Week 8 - 02 Sep 2024

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

Week 9 - 09 Sep 2024

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

Week 10 - 16 Sep 2024

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

Week 11 - 23 Sep 2024

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

Week 12 - 30 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
Discussion of Assessment 3 and Question-Answer Session	No Set Chapter	E-Marketing Plan Due: Week 12 Friday (4 Oct 2024) 11:00 pm AEST

Assessment Tasks

1 Online quiz

Assessment Type

Online Quiz(zes)

Task Description

Assessment 1 requires the completion of an online quiz addressing content from relevant chapters of the prescribed textbook. There will be twenty (20) questions in the quiz, with each correct answer worth 0.5 mark. The quiz answer

format will be a combination of multiple choice and true or false. The quiz will be a maximum 40 minutes in duration.

Instructions and advice

- This is an individual assessment (no groups).
- Quiz should be attempted online through the unit's Moodle site and can be accessed from inside the Assessment tile on the unit Moodle site.
- The quiz will open on Monday 9.00am of week 4 (29 July 2024) and will be closed Sunday 11.00pm of week 4 (4 August 2024).
- The quiz will address content from chapters 2 and 3 of the prescribed textbook. Each quiz question will be randomly assigned to students from a test bank.
- There are no negative marks for incorrect answers.
- This is an open book quiz, so you can have your textbook with you when doing each quiz.
- The 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 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.

Number of Quizzes

1

Frequency of Quizzes

Assessment Due Date

The quiz will open on Monday 9.00am of week 4 (29 July 2024) and will be closed Sunday 11.00pm of week 4 (4 August 2024).

Return Date to Students

Marks are shown on completion of each quiz

Weighting

10%

Assessment Criteria

Each question is worth 0.5 mark.

Twenty questions x 0.5 mark.

Total: 10 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
- Analyse trends and developments in the area of mobile marketing.

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 brand's social media platform/s (e.g., Facebook, Instagram, Twitter). This assessment task requires the submission of **TWO (2) FILES** (i.e., one Word file and one PowerPoint file).

For this assessment, you are required to select **ONE** of the following brands:

- Bonds
- Billabong
- Domain Real Estate
- Flight Centre Australia
- Lorna Jane
- Koko Black Chocolate
- Vegemite
- Jetstar

Analyse your chosen brand's recent 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 and suggestions in Moodle for details).

The report should include a recommendation section for your chosen brand.

The main body of the report should be **1000 words** maximum in length excluding the executive summary, table of contents, tables, charts/graphs, the reference list and appendices (if applicable).

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>

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 (30 Aug 2024) 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

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

40%

Assessment Criteria

Written report will be assessed as follows (30 marks):

Research (i.e., identifying and classifying social media posts) (8 marks)

Analysis write-up (i.e., writing about the findings and providing recommendations) (10 marks)

Integrate findings from theoretical and empirical research, including proper in-text citations and reference list using APA referencing style (6 marks)

Report format (i.e., structure) and writing (i.e., spelling, grammar, sentence construction) (6 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

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 a small Australian company/brand of their choice. The EMP will be based on a new app the company is planning to launch for the brand in 2025. This new app can be used to help generate leads, increase brand awareness, attract new customers, drive traffic to the website, enhance brand visibility, and help sell the company's products/services. There are 7 steps to prepare an EMP according to the textbook (see chapter 3 for details).

This assessment task requires the submission of **ONE (1) Word FILE**.

The word limit for the EMP is 2500 words excluding the executive summary, table of contents, tables, charts/graphs, the reference list and appendices (if applicable). 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 (4 Oct 2024) 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 (1 November, 2024).

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

- 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
- Analyse trends and developments in the area of mobile marketing.

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