Unit code – Unit Name – Trimester 1 2023
Assessment Task 1 – MarTech Business Project – Individual

DUE DATE:

Part:	Due week:	Due date (all times in AEST):
Part 1	Week 5	Wednesday, April 5, 2023, 8pm
Part 2	Week 7	Wednesday, April 26, 2023, 8pm
Part 3	Week 9	Wednesday, May 10, 2023, 8pm
Part 4	Week 11	Wednesday, May 24, 2023, 8pm

PERCENTAGE OF FINAL GRADE: 40% (10% per part)
WORD COUNT: Maximum number of words (*2000 words equivalent, 500 words per part*)

Description

Motivation

The working environment faced by modern day business professionals is becoming increasingly enhanced by technology. Marketing, in its role of creating, leveraging, and harnessing value-based exchanges between organisations and individuals, plays a significant role in any organisation. To be an effective member of the organisation, you must therefore be aware of the breadth of marketing technologies available to business professionals and must embrace the use of these tools for accomplishing your work tasks.

Purpose

A central principle that most people agree on is that the technology applications in a MarTech stack should serve business needs. Yet, many applications and features of modern marketing applications go underutilized simply because they have not considered business needs carefully enough. By applying a marketing technology solution to specified business needs, you will get the opportunity to think about the business needs of the organisation that will later improve your decisions on marketing technology applications to include in the stack.

This assessment task will get you to think about the business needs first and will assess you on your availability to use this thinking to execute and present the marketing technology solution to a business problem. Your availability to apply marketing technology to the business problem will improve your marketing technology skillset specifically to the technology platform used. Students can make use of the HubSpot CRM suite and related MarTech tools for this task, but these skills will also readily transfer to other marketing technology (e.g., Adobe, Salesforce, Google) suites.

The task provides you with opportunities to learn the knowledge (GLO1 & ULO1) and skills (GLO 2 & ULO2; GLO4 & ULO3) required in the study and contemporary practice of marketing with technology. It will also require you to explicitly consider real world contextual requirements including ethical and moral considerations (GLO8 & ULO4). By completing this task, you will develop your skills in researching,

understanding, applying, evaluating, and presenting information required of business professionals working in a technology enhanced environment.

Context/Scenario

You can use the HubSpot CRM suite for this assessment task. Students must first select a context for this Project, choosing from the following options:

- A fake product
- A real product that you don't intend to sell
- A knowledge-share.

Note: Due to the Terms and Conditions of using the HubSpot software for this unit, you cannot commercialize the product or services you create in the software, which is why the three options above will suit this assessment task.

In this task, you must discuss the specifications for a set of marketing processes that can be addressed with a marketing technology application in a specific context. You will thereafter make recommendations appropriate for that context. You will be expected to use suitable marketing technology to create and improve a minimally functional solution that addresses the specifications.

Specific Requirements

The assessment is **programmatic** in that you will make multiple submissions over the trimester, emulating how client relationship requirements will often develop as your work with them progresses.

There are four distinct components to this assessment task, which can be submitted separately across the trimester for evaluation and feedback. They all relate to the development of a marketing technology solution for a specific business need:

Part 1 (Due Week 5): Setup Processes. In this part, you should decide on your project idea - it should be a good fit as a business for the marketing technology used (e.g., the HubSpot CRM). In your written output, discuss and present the background/context and business (marketing) needs for this MarTech solution, and set up the context. To set up the context, acquire and set up your website with a domain. (You could purchase a domain if you wish.) Provide a summary and submit this part as a 500-word written report.

Note that Week 6 follows the mid-trimester break for T1

Part 2 (Due Week 7): *Attract customers*. Develop your context and demonstrate how you would implement marketing activities on your website to attract customers. Summarize this part in a 500-word written report.

Part 3 (Due Week 9): *Engage and delight your target audience*. Create several components to your solution that are aimed at engaging and delighting customers. Summarize in a 500-word written report.

Part 4 (Due Week 11): *Project presentation.* Produce a 3 minute video that pitches your solution to colleagues you would have associated with the target organisation (e.g. investors, CMO, founder, community). Provide a clear narrative (tell a story) and reflect on how your recommendation would serve the business needs, and how any feedback from previous parts has been incorporated into the final solution.

These four components are equally weighted (**10 percent of your final grade for each part**).

More details, guidance and grading rubrics for this task will be provided in separate documents and will be made available on the unit site. The workshop sessions will also discuss the various components of the task.

Learning Outcomes

This task allows you to demonstrate your achievement towards the Unit Learning Outcomes (ULOs) which have been aligned to the Deakin Graduate Learning Outcomes (GLOs). Deakin GLOs describe the knowledge and capabilities graduates acquire and can demonstrate on completion of their course. This assessment task is an important tool in determining your achievement of the ULOs. If you do not demonstrate achievement of the ULOs you will not be successful in this unit. You are advised to familiarise yourself with these ULOs and GLOs as they will inform you on what you are expected to demonstrate for successful completion of this unit.

The learning outcomes that are aligned to this assessment task are:

Unit Learning Outcomes (ULO)	Graduate Learning Outcomes (GLO)
ULO 1: Identify the marketing technology specifications/architecture that best match the needs of a marketing organisation and communicate these to stakeholders	GLO1: Discipline knowledge and capabilities GLO2: Communication
ULO 2: Explain the marketing data requirements that guide marketing decisions and that optimise customer interactions with marketing organisations	GLO1: Discipline knowledge and capabilities GLO2: Communication
ULO 3: Evaluate MarTech solutions for a broad range of marketing activities and devise, recommend, and justify an optimal solution	GLO4: Critical thinking
ULO 4: Analyse the basic regulatory requirements in the MarTech landscape and determine how they relate to consumer consent, privacy, and ethical firm behaviour	GLO8: Global citizenship

Submission

You must submit your assignment in the Assignment Dropbox in the unit CloudDeakin site on or before the due date. When uploading your assignment, name your document using the following syntax: **<your surname_your first name_your Deakin student ID number_[unitcode].doc (or '.docx')**. For example, 'Jones_Barry_123456789_MMK710.doc'.

Submitting a hard copy of this assignment is not required. You must keep a backup copy of every assignment you submit until the marked assignment has been returned to you. In the unlikely event that one of your assignments is misplaced you will need to submit your backup copy.

Any work you submit may be checked by electronic or other means for the purposes of detecting collusion and/or plagiarism and for authenticating work.

When you submit an assignment through your CloudDeakin unit site, you will receive an email to your Deakin email address confirming that it has been submitted. You should check that you can see your assignment in the Submissions view of the Assignment Dropbox folder after upload and check for, and keep, the email receipt for the submission.

Marking and feedback

The marking rubric indicates the assessment criteria for this task. It is available in the CloudDeakin unit site in the Assessment folder, under Assessment Resources. Criteria act as a boundary around the task and help specify what assessors are looking for in your submission. The criteria are drawn from the ULOs and align with the GLOs. You should familiarise yourself with the assessment criteria before completing and submitting this task.

Students who submit their work by the due date will receive their marks and feedback on CloudDeakin 15 working days after the submission date.

Word Limits

In many contexts you will be forced to adhere to specific word limits (e.g. applying for government grants). In marketing contexts, brevity is important because customer attention can be short – if you don't get your point across quickly and concisely then the message is lost. It is therefore important that you learn to be as concise as possible. Word limits therefore are applied to any written report submitted via the assignment Dropbox. The following mark deductions will apply if the report for any part exceeds the word limit set:

- If your report exceeds the word limit by 10% or less, 5% of the available marks will be deducted.
- If your report exceeds the word limit by 11-20%, 10% of the available marks will be deducted.
- If your report exceeds the word limit by 21-30%, 15% of the available marks will be deducted, etc.
- This process (with 5% increments) will continue for each additional 10% that the word count is exceeded.

We define 500 words to be equivalent to 3 minutes of video. Therefore, if you exceed the time of 3 minutes by the above percentages, the same deductions will apply as listed above.

Extensions

Extensions can only be granted for exceptional and/or unavoidable circumstances outside of your control.
Requests for extensions must be made by 12 noon on the submission date using the online Extension Request form under the Assessment tab on the unit CloudDeakin site. All requests for extensions should be supported by appropriate evidence (e.g., a medical certificate in the case of ill health).
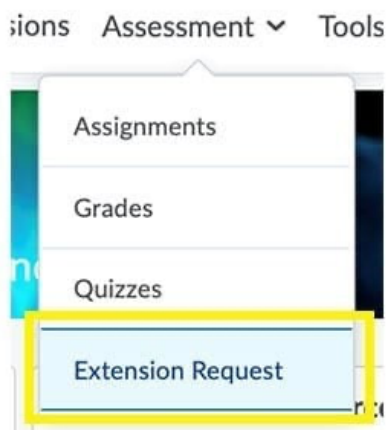
Extension requests are handled externally to the unit team. For integrity purposes, extension requests are not processed and cannot be changed by the unit chair of MMK710.

Applications for extensions after 12 noon on the submission date require University level special consideration and these applications must be must be submitted via StudentConnect in your DeakinSync site.

Late submission penalties

If you submit an assessment task after the due date without an approved extension or special consideration, 5% will be deducted from the available marks for each day after the due date up to seven days*. Work submitted more than seven days after the due date will not be marked and will receive 0% for the task. The Unit Chair may refuse to accept a late submission where it is unreasonable or impracticable to assess the task after the due date.
*'Day' means calendar day for electronic submissions and working day for paper submissions.

An example of how the calculation of the late penalty based on an assignment being due on a Thursday at 8:00pm is as follows:

- 1 day late: submitted after Thursday 11:59pm and before Friday 11:59pm– 5% penalty.
- 2 days late: submitted after Friday 11:59pm and before Saturday 11:59pm – 10% penalty.
- 3 days late: submitted after Saturday 11:59pm and before Sunday 11:59pm – 15% penalty.
- 4 days late: submitted after Sunday 11:59pm and before Monday 11:59pm – 20% penalty.
- 5 days late: submitted after Monday 11:59pm and before Tuesday 11:59pm – 25% penalty.
- 6 days late: submitted after Tuesday 11:59pm and before Wednesday 11:59pm – 30% penalty.
- 7 days late: submitted after Wednesday 11:59pm and before Thursday 11:59pm – 35% penalty.

Per this example, the Dropbox closes the Thursday after 11:59pm AEST/AEDT time.

Support

The Division of Student Life provides a range of **Study Support** resources and services, available throughout the academic year, including **Writing Mentor** and **Maths Mentor** online drop ins and the SmartThinking 24 hour writing feedback service at **this link**. If you would prefer some more in depth and tailored support, **make an appointment online with a Language and Learning Adviser**.

Referencing and Academic Integrity

Deakin takes academic integrity very seriously. It is important that you (and if a group task, your group) complete your own work in every assessment task. Any material used in this assignment that is not your original work must be acknowledged as such and appropriately referenced. You can find information about referencing (and avoiding breaching academic integrity) and other study support resources at the following website: http://www.deakin.edu.au/students/study-support

Your rights and responsibilities as a student

As a student you have both rights and responsibilities. Please refer to the document **Your rights and responsibilities as a student** in the Unit Guide & Information section in the Content area in the CloudDeakin unit site.