UNSW Course Outline

MARK3085 Digital Marketing and Web Analytics - 2024

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General Course Information

Course Code : MARK3085
Year : 2024
Term : Term 2
Teaching Period : T2
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : School of Marketing
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

In today's rapidly evolving technological landscape, marketers must possess an understanding of how businesses engage with the market and leverage new technologies to enhance their marketing strategies. This course delves into the influence of the Internet, digital and social

media, as well as emerging technological advancements, on the marketing of products and services. You will gain hands-on experience using web and social media analytics to evaluate digital marketing performance and to make data-driven recommendations.

Course Aims

This course is offered as part of the marketing stream in the Bachelor of Commerce degree. This course applies marketing knowledge to the digital environment. The course has a number of aims and objectives:

1. Provide students with a clear understanding of Digital Business as a whole, including Digital Marketing and e-Commerce within that.
2. Promote knowledge of digital infrastructure requirements and the role of design for digital properties
3. Identify key topics relating to online consumer behaviour
4. Raise awareness of important issues concerning cyber-law and cybersecurity
5. Provide students with an applied knowledge of website analytics.

Relationship to Other Courses

This course is offered as part of the marketing stream in the Bachelor of Commerce degree. This course applies marketing knowledge to the digital environment. The course has a number of aims and objectives:

- Provide students with a clear understanding of Digital Business as a whole, including Digital Marketing and e-Commerce within that.
- Promote knowledge of digital infrastructure requirements and the role of design for digital properties
- Identify key topics relating to online consumer behaviour
- Raise awareness of important issues concerning cyber-law and cybersecurity
- Provide students with an applied knowledge of website analytics.

Pre-requisite: ECON1203 or COMM1190 or MARK2052. If students can demonstrate they have equivalent statistics knowledge, but haven't completed any of the listed pre-requisite courses, they can seek permission from Program Coordinator by submitting an online form.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Develop a digital marketing plan to address a business problem and communicate it effectively to technical and non-technical stakeholders.	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication
CLO2 : Examine digital analytics to identify consumer behaviours and draw connections to marketing strategies.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO3 : Evaluate the effectiveness of a digital marketing campaign and make recommendations suitable for a culturally diverse context.	• PLO1 : Business Knowledge • PLO6 : Global and Cultural Competence
CLO4 : Examine the ethical issues regarding data analytics and apply relevant approaches to prevent and mitigate ethical risks.	• PLO1 : Business Knowledge • PLO5 : Responsible Business Practice
CLO5 : Operate collaboratively with team members and contribute towards achieving desired results.	• PLO4 : Teamwork

Course Learning Outcomes	Assessment Item
CLO1 : Develop a digital marketing plan to address a business problem and communicate it effectively to technical and non-technical stakeholders.	• Individual Report • Digital Marketing Plan
CLO2 : Examine digital analytics to identify consumer behaviours and draw connections to marketing strategies.	• Online Dashboard • Digital Marketing Pitch • Digital Marketing Plan
CLO3 : Evaluate the effectiveness of a digital marketing campaign and make recommendations suitable for a culturally diverse context.	• Online Dashboard • Individual Report • Digital Marketing Pitch • Digital Marketing Plan
CLO4 : Examine the ethical issues regarding data analytics and apply relevant approaches to prevent and mitigate ethical risks.	• Individual Report • Digital Marketing Pitch • Digital Marketing Plan
CLO5 : Operate collaboratively with team members and contribute towards achieving desired results.	• Digital Marketing Plan

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

The course will be delivered through both lectures and tutorials throughout the term. Lectures will cover relevant digital marketing & web analytics theory and will potentially include guest speaker(s) for specific topics. Tutorials will cover applied topics such as web analytics, digital marketing and campaign management.

Other Professional Outcomes

Learning and Teaching Technologies

Moodle - Learning Management System | Zoom | Echo 360

Learning and Teaching in this course

Learning and Teaching Activities

Use of your Webcam and Digital Devices: If you enrol in an online class, or the online stream of a hybrid class, teaching and associated activities will be conducted using Zoom. Using a webcam is optional, but highly encouraged, as this will facilitate interaction with your peers and instructors. If you are worried about your personal space being observed during a class, we encourage you to blur your background or make use of a virtual background. Please contact the Lecturer-in-Charge if you have any questions or concerns.

Some courses may involve undertaking online exams for which your own computer or digital devices will be required. Monitoring of online examinations will be conducted directly by University staff and is bound by the University's privacy and security requirements. Any data collected will be handled accordance with UNSW policies and standards for data governance. For more information on how the University manages personal information please refer to the UNSW Student Privacy Statement and the UNSW Privacy Policy.

Approach to Learning and Teaching in the Course

The course will be delivered through both lectures and tutorials throughout the term. Lectures will cover relevant digital marketing & web analytics theory and will potentially include guest speaker(s) for specific topics. Tutorials will cover applied topics such as web analytics, digital marketing and campaign management.

Learning Activities and Teaching Strategies

As consumers spend many hours per day online on different platforms and devices for different purposes, it becomes more difficult for marketeer to reach and engage with their audience. One way to understand consumers' intent and behaviour better is to utilise the insights collected via web analytics software and apply those learnings on improving digital marketing strategies.

This course dives into the principles of digital marketing and web analytics to provide you with the knowledge and skills to become an all-round digital marketer and learn how to reach your audience with the right message at the right place and time. You'll learn how to use different web analytics tools to extract the insights you'd need to apply to improve the performance of (digital) marketing efforts. The theoretical aspect of this course will be provided during the lectures, whereas the tutorial teaches you the skills and practical elements.

Lectures

Each lecture covers a different topic related to a digital marketing or web analytics principle and its best practices. Theory will be supported by practical elements via real-word examples which will demonstrate its relevance and importance. You are required to demonstrate and apply the knowledge that you gain during the lectures in assessments.

Tutorials

The tutorials are designed to provide you with the opportunity to apply the concepts and theories learned in lectures to real business case studies. Tutorial exercises will be led by the tutor where students are expected to participate actively in providing comments/towards towards the case questions.

Additional Course Information

This course utilises Moodle as a platform to support learning beyond the lectures and tutorials. Moodle will host course content, readings, discussions, and assignments that are relevant to all students. Students are encouraged to actively participate in the forums on Moodle to engage in discussions related to course topics.

For specific questions related to tutorial content and assignments, students can reach out to their tutor via email.

General course-related inquiries can be directed to the lecturer via email. The lecturer commits to responding to student emails by the following business day.

Students also have the opportunity to schedule group or one-on-one consultations with the lecture during the week, based on mutual availability.

Please leverage these resources to enhance your learning experience and clarify any course-related queries promptly.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Online Dashboard Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: 28/06/2024 05:00 PM Post Date: 28/05/2024 05:00 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO6 : Global and Cultural Competence
Individual Report Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 12/07/2024 05:00 PM Post Date: 12/07/2024 05:00 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence
Digital Marketing Plan Assessment Format: Group	30%	Start Date: Not Applicable Due Date: 02/08/2024 05:00 PM Post Date: 02/08/2024 05:00 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence
Digital Marketing Pitch Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: During week 9 tutorial Post Date: 26/07/2024 05:00 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence

Assessment Details
Online Dashboard

Assessment Overview

The purpose of this assignment is to demonstrate your Data Analysis and Reporting skills. Your task is to create a Digital Marketing and Web Analytics online dashboard that presents data and insights on campaign and website performance of the Google Merchandise Store and provide insights on its performance.

Assesses: PLO1, PLO2, PLO6

Course Learning Outcomes

- CLO2 : Examine digital analytics to identify consumer behaviours and draw connections to marketing strategies.
- CLO3 : Evaluate the effectiveness of a digital marketing campaign and make recommendations suitable for a culturally diverse context.

Detailed Assessment Description

Create a dashboard in Google Looker Studio. You must include a range of visual representations of your data analysis insights from a business' Google Analytics account. Include a variety of tables and graphs to visualise the answers to the given questions, and provide written rational.

Assessment Length

N.A

Submission notes

Export your dashboard as a PDF file for submission. Ensure that the PDF format preserves the visual elements and overall layout of your dashboard accurately. Submit the PDF file through Turnitin.

Assessment information

Please refer to Assessment Instruction document for more information.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Individual Report

Assessment Overview

In this report, students will analyse social listening and create consumer digital journey for a

chosen company. They will also proposed some ideas of digital transformation to the case company.

Assesses:PLO1, PLO2, PLO3, PLO5, PLO6.

<u>Course Learning Outcomes</u>

- CLO1 : Develop a digital marketing plan to address a business problem and communicate it effectively to technical and non-technical stakeholders.
- CLO3 : Evaluate the effectiveness of a digital marketing campaign and make recommendations suitable for a culturally diverse context.
- CLO4 : Examine the ethical issues regarding data analytics and apply relevant approaches to prevent and mitigate ethical risks.

<u>Detailed Assessment Description</u>

The purpose of this assignment is to demonstrate how digital marketing strategies and digital channels may be used to manage potential brand crises. Using a real-world example of a public crisis or backlash a company has received in the past, your task is to draft a digital management crisis plan as though this happened today – in 2024. An example of this would be the Pepsi Kendall Jenner ad or the WeWork IPO Fiasco from 2019.

You are expected to review current digital marketing strategies and digital channels along with their analytics, explore ways to manage the crisis, and provide long-term solutions in managing the company's digital presence moving forward.

<u>Assessment Length</u>

Min 1500 and max 2000 words (All included except cover sheet, references, and appendices)

<u>Submission notes</u>

Turnitin submission via Moodle

<u>Assessment information</u>

Please refer to Assessment Instruction document for more information.

<u>Assignment submission Turnitin type</u>

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Digital Marketing Plan

<u>Assessment Overview</u>

The purpose of this assignment is to translate overall business objectives to Digital Marketing goals and activities that help driving business performance.

Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO6.

BCom students: myBCom course point for PLO3

Course Learning Outcomes

- CLO1 : Develop a digital marketing plan to address a business problem and communicate it effectively to technical and non-technical stakeholders.
- CLO2 : Examine digital analytics to identify consumer behaviours and draw connections to marketing strategies.
- CLO3 : Evaluate the effectiveness of a digital marketing campaign and make recommendations suitable for a culturally diverse context.
- CLO4 : Examine the ethical issues regarding data analytics and apply relevant approaches to prevent and mitigate ethical risks.
- CLO5 : Operate collaboratively with team members and contribute towards achieving desired results.

Detailed Assessment Description

The aim of this assignment is to turn business goals into Digital Marketing plans that boost business performance.

In round 1, your group will act as the marketing team for a chosen company. You'll create a Digital Marketing brief to handover to a Digital Marketing agency. This brief should be presented in the week 4 tutorial.

In round 2, your group will switch roles to become a Digital Marketing agency. You'll receive a brief from another project group's company. Then, you'll develop a Digital Marketing Plan detailing how to meet the company's Digital Marketing goals. This plan should be presented in the week 9 tutorial, and submitted as a report in week 10.

Assessment Length

Min 2500 and max 3000 words (excl. title page, executive summary, table of content, references, appendices)

Submission notes

Via Moodle Turnitin by group coordinator

Assessment information

Round 1: Digital Marketing Brief, due week 4 during tutorial time.

Round 2: Digital Marketing Plan Report, due week 10 by Friday 5pm.

Please refer to Assessment Instruction document for more information.

Digital Marketing Pitch

Assessment Overview

The purpose of this assessment is to present digital marketing plan to the rest of the class.

Assesses: PLO1, PLO2, PLO3, PLO5, PLO6.

Course Learning Outcomes

- CLO2 : Examine digital analytics to identify consumer behaviours and draw connections to marketing strategies.
- CLO3 : Evaluate the effectiveness of a digital marketing campaign and make recommendations suitable for a culturally diverse context.
- CLO4 : Examine the ethical issues regarding data analytics and apply relevant approaches to prevent and mitigate ethical risks.

Detailed Assessment Description

Groups (as agency) will present their Digital Marketing Plan in the tutorial in Week 9.

Assessment Length

In tutorial Presentation

Submission notes

In-class presentation. Individual presented slides to be submitted as a PDF file on Turnitin.

Assessment information

Please refer to Assessment Instruction document for more information.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

General Assessment Information

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Student Code with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do

comply with the UNSW Student Code, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Grading Basis

Standard

Requirements to pass course

In order to pass this course, you must:

- achieve a total mark of at least 50% (50/100 marks); and
- make a satisfactory attempt at all assessment tasks; and
- meet any additional requirements described in the Assessment Summary section.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Lecture	Introduction to Digital Marketing and Web Analytics
	Tutorial	No Tutorial
Week 2 : 3 June - 9 June	Lecture	Digital marketing environment and Buyer behaviour in the digital context
	Tutorial	• Student introductions, group formation, and selection of group coordinator • Discussion on course assessments (overview) • In-class activities relating to Lecture 1 & 2
Week 3 : 10 June - 16 June	Lecture	Analysis of digital buying behaviour and Digital Analytics
	Tutorial	• Finalizing group matters • Discussion on Digital Marketing Brief (Group Assignment) • In-class activities relating to Lecture 3
Week 4 : 17 June - 23 June	Lecture	Key components of Digital Marketing Strategy & Digital Campaigns
	Tutorial	• Reverse Brief Presentation • Review of concepts • Discussion related to Online Dashboard (Assessment 1) • In-class activities relating to Data Visualisation and Lecture 4
Week 5 : 24 June - 30 June	Lecture	Digital Branding and Content Marketing
	Tutorial	• Discussion related to Individual Report (Assessment 2) • Review of concepts • In-class activities relating to Lecture 5
Week 6 : 1 July - 7 July	Lecture	Flexibility week No Lecture and tutorial
Week 7 : 8 July - 14 July	Lecture	Social Media Marketing & Influencer Marketing
	Tutorial	• Discussion of Digital Marketing Report (Assessment 3) • Review of concepts • In-class activities relating to week 7 Lecture
Week 8 : 15 July - 21 July	Lecture	Search Engine Marketing & Display
	Tutorial	• Discussion of Agency Pitch presentation • Review of concepts • In-class activities relating to week 8 Lecture
Week 9 : 22 July - 28 July	Lecture	CRM and Customer experience management in digital marketing
	Tutorial	• In-class Agency Pitch Presentations • Final discussion on Digital Marketing Report
Week 10 : 29 July - 4 August	Lecture	Digital Communication and Digital Marketing Trends
	Tutorial	No tutorial

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

General Schedule Information

If you are unable to attend a specific tutorial, please contact the teaching team in advance to explore alternative options as you'd have missed in-class instructions and activities supporting the group assignment.

Course Resources

Prescribed Resources

Recommended Textbooks

Chaffey, D., and Ellis-Chadwick, F., 2022. Digital marketing: strategy, implementation and practice (8th ed.), Pearson Education, Harlow, Essex.

Recommended Resources

Recommended Readings

A list of recommended readings will be available via Moodle. This will be updated during the term.

Supplementary Readings

Li, C., and Bernoff, J., 2011. Groundswell: wining in a world transformed by social technologies. Harvard Business Review Press.

Gupta, S., 2018. Driving digital strategy. Harvard Business Review Press.

Berger, J., 2016. Contagious: Why things catch on. Simon and Schuster.Hemann, D., and Burbary, K. 2018. Digital marketing analytics: making sense of consumer data in a digital world, (2nd ed.), Pearson Higher Ed USA

Moran, M., 2008. Do it wrong quickly: How the web changes the old marketing rules. Pearson Education, Crawfordsville, Indiana.

Shih, C. 2009. The Facebook Era, Prentice Hall, Boston, MA

Tuten, T.L. and Solomon, M.R. 2013. Social Media Marketing. Pearson.

Sources of Further Information

Harvard Business Review

Sloan Management Review

Electronic Commerce Research

Journal of Interactive Marketing

Business Horizons

International Journal of Electronic Business Management

International Journal of Internet Marketing and Advertising (IJIMA)

Journal of Database Marketing & Customer Strategy Management

Sydney Morning Herald > Technology section

Note: There are a number of other useful electronic marketing texts on the market and new ones are being released on a regular basis.

Additional Costs

N/A

Course Evaluation and Development

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey, which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

Each year feedback is sought from students and other stakeholders about the course. Continual improvements are made based on this feedback. For example, for this term the all the assessments are re-designed and designed all new tutorial activities and link all activities more closely to the importance of marketing strategy.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Lidy Romijnders		Quad 2057F	-	Online: Mon-Fri between 9-5pm. In office on appointment.	No	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the key policies and support page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to UNSW graduate capabilities. More information on Coursework PLOs is available on the key policies and support page. For PG Research PLOs, including MPDBS, please refer to the UNSW HDR Learning Outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Student Code with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the

process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/ course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.

5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under "Special Consideration" on the key policies and support page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a protocol under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to this page.
- Students in the **School of Banking & Finance** should also refer to this page.
- Students in the **School of Information Systems & Technology Management** should also refer to this page.

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey, which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the Class Timetable website for the most up-to-date teaching times and locations.