



## UNSW Course Outline

# MARK5814 Digital Marketing - 2024

Published on the 25 Aug 2024

## General Course Information

Course Code : MARK5814

Year : 2024

Term : Term 3

Teaching Period : T3

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 : Postgraduate

Units of Credit : 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Marketers make considerable use of interactive digital technologies: the Internet, interactive TV, SMS communications, electronic kiosks, etc. They do so to achieve a variety of goals: information provision, advertising and promotion, building customer profiles, direct and interactive communications, placing goods with customers through virtual stores, and working

with customers to develop innovative new products and services. These activities present management with exciting opportunities, reveal new sources of competition, and also demand a re-evaluation of core competencies. Topics include: integrating digital marketing with traditional forms of marketing (such as the use of the Internet alongside radio, magazine and television media), customer service and fulfilment challenges, global connectivity, adaptive and accountable marketing planning, and specific implications for intermediaries and business-to-business marketers.

## Course Aims

- to prepare students for future roles in digital marketing and as such to familiarise students with the key marketing issues in the developing field of digital marketing studies and practice
- to ensure that as marketing managers, students are adept at integrating effective and efficient digital strategies into traditional marketing planning
- to improve students' ability to understand, analyse, and apply current research and trends in digital marketing

## Relationship to Other Courses

The course links concepts you have learnt in other marketing courses and complements the wider array of subjects taught in the Master of Commerce (with marketing specialisation) and the MCom in general. MARK5814 requires MARK5700 or MARK5800 as prerequisite or corequisite OR in program 8281, 8282, 8291, 8234, 8224.

# Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Identify and apply digital marketing knowledge to business situations in local and global environment.	<ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO2 : Problem Solving</li> <li>• PLO5 : Responsible Business Practice</li> <li>• PLO6 : Global and Cultural Competence</li> </ul>
CLO2 : Identify and research digital marketing issues in business situations, analyse the issues, draw appropriate and well-justified solutions, and develop and evaluate an effective digital marketing plan.	<ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO2 : Problem Solving</li> <li>• PLO5 : Responsible Business Practice</li> <li>• PLO6 : Global and Cultural Competence</li> </ul>
CLO3 : Effectively communicate digital marketing knowledge in oral and written contexts.	<ul style="list-style-type: none"> <li>• PLO2 : Problem Solving</li> <li>• PLO3 : Business Communication</li> </ul>
CLO4 : Critically review digital marketing decisions on the basis of social, environmental and cultural considerations.	<ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO2 : Problem Solving</li> <li>• PLO5 : Responsible Business Practice</li> <li>• PLO6 : Global and Cultural Competence</li> </ul>
CLO5 : Participate collaboratively in team-work and presentations.	<ul style="list-style-type: none"> <li>• PLO2 : Problem Solving</li> <li>• PLO3 : Business Communication</li> <li>• PLO4 : Teamwork</li> </ul>

Course Learning Outcomes	Assessment Item
CLO1 : Identify and apply digital marketing knowledge to business situations in local and global environment.	<ul style="list-style-type: none"> <li>• Tutorial</li> <li>• Group Project</li> <li>• Individual Assignment</li> </ul>
CLO2 : Identify and research digital marketing issues in business situations, analyse the issues, draw appropriate and well-justified solutions, and develop and evaluate an effective digital marketing plan.	<ul style="list-style-type: none"> <li>• Tutorial</li> <li>• Group Project</li> <li>• Individual Assignment</li> </ul>
CLO3 : Effectively communicate digital marketing knowledge in oral and written contexts.	<ul style="list-style-type: none"> <li>• Tutorial</li> <li>• Group Project</li> <li>• Individual Assignment</li> </ul>
CLO4 : Critically review digital marketing decisions on the basis of social, environmental and cultural considerations.	<ul style="list-style-type: none"> <li>• Tutorial</li> <li>• Group Project</li> <li>• Individual Assignment</li> </ul>
CLO5 : Participate collaboratively in team-work and presentations.	<ul style="list-style-type: none"> <li>• Tutorial</li> <li>• Group Project</li> </ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

# Learning and Teaching in this course

This course is designed to challenge students, to encourage individual thought and to take responsibility for your learning. As such the subject will be taught in an application oriented fashion. The various concepts and principles will be taught through lectures, presentations and discussion of industry and product examples. The emphasis is on experience based learning; it will draw upon the experience of students, teaching staff, and industry practitioners to provide practical examples of the models and concepts in the area of digital marketing. Lectures, assignments and discussions will be used to reinforce concepts in various contexts.

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Tutorial Assessment Format: Individual	40%	
Group Project Assessment Format: Group	30%	Due Date: 16/11/2024 04:00 PM
Individual Assignment Assessment Format: Individual	30%	Due Date: 20/11/2024 04:00 PM

## Assessment Details

### Tutorial

#### Assessment Overview

Case study: you are required to analyse and discuss a digital marketing case.

Individual presentation: you will present your findings to the class/tutor for feedback. One member of each group will prepare and deliver an individual presentation with respect to one section of the Group Project Report in each presentation week.

#### Course Learning Outcomes

- CLO1 : Identify and apply digital marketing knowledge to business situations in local and global environment.
- CLO2 : Identify and research digital marketing issues in business situations, analyse the issues, draw appropriate and well-justified solutions, and develop and evaluate an effective digital marketing plan.
- CLO3 : Effectively communicate digital marketing knowledge in oral and written contexts.
- CLO4 : Critically review digital marketing decisions on the basis of social, environmental and cultural considerations.
- CLO5 : Participate collaboratively in team-work and presentations.

## Detailed Assessment Description

### **Case Study (15%)**

You are required to analyse a digital marketing case.

Additional details on this assessment item (i.e. key requirements/tasks, and marking criteria) will be made available via Moodle course website by Week 1.

### **Individual Presentation (15%)**

One aspect of developing a good plan is to do good research and get feedback on improvements prior to putting the final report together. As part of the team, students will be given time to work on their group projects and will present their findings to the class/tutor for feedback.

One member of each group will prepare and deliver an individual presentation with respect to one section of the Group Project Report in each presentation week (during Weeks 5 - 9 tutorial classes). The presenting students are expected to submit a soft copy of PowerPoint slides the day before their presentation.

Additional details on this assessment item (i.e. key requirements/tasks, and marking criteria) will be made available via Moodle course website by Week 1.

### **Class Participation (10%)**

Class participation will provide opportunities for peer learning, strengthening students' ability to actively argue their decisions regarding the digital marketing issues at hand, developing an understanding for alternative approaches and providing an opportunity for reflective learning.

Additional details on this assessment item (i.e. key requirements/tasks, and marking criteria) will be made available via Moodle course website by Week 1.

### Assessment Length

See detailed instructions on Moodle

### Generative AI Permission Level

#### **No Assistance**

This assessment is designed for you to complete without the use of any generative AI. You are

not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see [here](#).

## Group Project

### Assessment Overview

One aspect of developing a good digital marketing plan is to do good research and get feedback on improvements prior to putting the final report together. As part of the team, students will be given time to work on their group projects. You are required to create a digital marketing plan for this group project.

### Course Learning Outcomes

- CLO1 : Identify and apply digital marketing knowledge to business situations in local and global environment.
- CLO2 : Identify and research digital marketing issues in business situations, analyse the issues, draw appropriate and well-justified solutions, and develop and evaluate an effective digital marketing plan.
- CLO3 : Effectively communicate digital marketing knowledge in oral and written contexts.
- CLO4 : Critically review digital marketing decisions on the basis of social, environmental and cultural considerations.
- CLO5 : Participate collaboratively in team-work and presentations.

### Detailed Assessment Description

Additional details on this assessment item (i.e. key requirements/tasks, and marking criteria) will be made available via Moodle course website by Week 1.

### Assessment Length

2,500 words

### Submission notes

Submit on Moodle

### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

### Generative AI Permission Level

#### No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are

not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see [here](#).

## Individual Assignment

### Assessment Overview

You will be asked to write up a digital marketing evaluation report for the Individual Assignment.

### Course Learning Outcomes

- CLO1 : Identify and apply digital marketing knowledge to business situations in local and global environment.
- CLO2 : Identify and research digital marketing issues in business situations, analyse the issues, draw appropriate and well-justified solutions, and develop and evaluate an effective digital marketing plan.
- CLO3 : Effectively communicate digital marketing knowledge in oral and written contexts.
- CLO4 : Critically review digital marketing decisions on the basis of social, environmental and cultural considerations.

### Detailed Assessment Description

#### Assessment Overview

You will be asked to write up a digital marketing evaluation report for the Individual Assignment.

#### Course Learning Outcomes

- CLO1 : Identify and apply digital marketing knowledge to business situations in local and global environment.
- CLO2 : Identify and research digital marketing issues in business situations, analyse the issues, draw appropriate and well-justified solutions, and develop and evaluate an effective digital marketing plan.
- CLO3 : Effectively communicate digital marketing knowledge in oral and written contexts.
- CLO4 : Critically review digital marketing decisions on the basis of social, environmental and cultural considerations.

#### Detailed Assessment Description

Additional details on this assessment item (i.e. key requirements/tasks, and marking criteria) will be made available via Moodle course website by Week 1.

### Assessment Length

2,500 words

### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

### Generative AI Permission Level

#### No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see [here](#).

## General Assessment Information

### Grading Basis

Standard

## Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Introduction to Digital Marketing
	Tutorial	Tutorial 1
Week 2 : 16 September - 22 September	Lecture	Micro & Macro Analysis
	Tutorial	Tutorial 2
Week 3 : 23 September - 29 September	Lecture	Digital Marketing Strategy & Measurement Model
	Tutorial	Tutorial 3
Week 4 : 30 September - 6 October	Lecture	Digital Marketing Tactics I
	Tutorial	Tutorial 4
Week 5 : 7 October - 13 October	Lecture	[No lecture due to public holiday] Recorded lecture on Digital Marketing Tactics II will be posted
	Tutorial	Tutorial 5: Individual Presentation 1
Week 6 : 14 October - 20 October	Lecture	[NO CLASSES] Reflection week
	Tutorial	[NO CLASSES] Reflection week
Week 7 : 21 October - 27 October	Lecture	Digital Marketing Campaign Planning
	Tutorial	Tutorial 6: Individual Presentation 2
Week 8 : 28 October - 3 November	Lecture	Digital Marketing Performance Monitoring
	Tutorial	Tutorial 7: Individual Presentation 3
Week 9 : 4 November - 10 November	Lecture	Emerging Trends in Digital Marketing I
	Tutorial	Tutorial 8: Individual Presentation 4
Week 10 : 11 November - 17 November	Lecture	Emerging Trends in Digital Marketing II and Course Wrap-up
	Tutorial	Tutorial 9: Individual Presentation 5

## Attendance Requirements

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

# Course Resources

## Prescribed Resources

### Prescribed Texts

- Chaffey, D., and Ellis-Chadwick, F., 2022. Digital marketing: strategy, implementation and practice (8th ed.), Pearson Education, Harlow, Essex.
- Raj Sachdev, 2023. Digital Marketing (1st ed.), McGraw Hill Education.

## Recommended Resources

### Recommended Books

- Chaffey, D. and Smith, P.R., 2022. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing (6th ed.), Routledge.
- Frost, R., Fox, A.K. and Daugherty, T., 2022. eMarketing: Digital Marketing Strategy (9th ed.), Taylor & Francis.
- Hanlon, A., 2022. Digital Marketing: Strategic Planning & Integration (2nd ed.), Sage.
- Tuten, T. L., 2024. Social Media Marketing (5th ed.), Sage.

### Recommended Readings

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

### Recommended Sources for Further Readings

- 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 digital marketing texts on the market and new ones are being released on a regular basis.

## 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 courses offered in the School and continual improvements are made based on this feedback. Based on the feedback from last term, some changes were made including lecture content, case study, and group project. UNSW's 'My Experience' online student evaluation process is one of the ways in which student evaluative feedback is gathered. Feedback during the term is welcomed as well.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	SunAh Kim		Quad 3013		Tuesday 13:30-14:00 (or by appointment)	Yes	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 [Policies and Guidelines](#) 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 [Policies and Guidelines](#) page. For PG Research PLOs, including MPDBS, please refer to [UNSW HDR learning outcomes](#).

## Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Code of Conduct](#) with respect to academic integrity, the University may take disciplinary action. 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 Code of Conduct, 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

### SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the [UNSW Current Students](#) page.

### 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. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. 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. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW [Current Students](#) page.

## LATE SUBMISSION PENALTIES

### 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. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submitted.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment 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.