



MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.

OVERVIEW

Course Description	Global Business is increasingly confronted with the need to participate and manage in a real-time digital environment. Hence businesses need to consider how to take advantage of digital technologies as a tool and potential imperative for competitive advantage and whether current marketing strategies are coherent with strategies for the digital market. As customer experiences become increasingly digitised, practitioners have access to an array of data from digital sources. Students will focus on appreciating the digital marketing landscape and understand how firms can build value-enhancing strategies that leverage digital and social media channels. Through the use of digital analytic dashboards and software, students will learn to analyse marketing/customer data to make meaningful decisions.
Contact Hours	Workshop Face to Face On Campus 2 hour(s) per Week for 12 Weeks This course consists of 24 hours lecturer-guided instruction per teaching period, offered in two-hour workshops per week.
Unit Weighting	10 units
Pre-Requisites	Successful completion of 40 units of GMBA courses (GMBA6005 Twenty First Century Marketing Management and an additional 30 units of GMBA courses).
Workload	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.
Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.	
Student Consultation	A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location.
Course Learning Outcomes	On successful completion of this course, students will be able to: <ol style="list-style-type: none">1. Evaluate and synthesise key concepts emerging from the increased digitalisation of marketing environments;2. Interpret and apply knowledge of the key elements of digital marketing analytics in various presentation formats, including through technology mediums;3. Critically analyse, plan, develop, and monitor digital marketing initiatives in computer-mediated systems; and4. Demonstrate proficiency in the optimisation of digital marketing channels driven by contemporary data collection and analysis methods.

COURSE OUTLINE

ASSESSMENTS

This course has **3** assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Digital Channel Analysis Report	Sunday, Week 8, by 9:00 pm	Individual	30%	1, 2, 3, 4
2	Channel Growth Roadmap Report	Sunday, Week 11, by 9:00 pm	Individual	35%	1, 2, 3, 4
3	Final examination	Formal Examination Period	Individual	35%	1, 2, 3, 4

Please note: students are advised that **ALL** assessments must be submitted in English. Assessments **not** submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

Time referenced is time in Newcastle NSW

Late Submissions	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.
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Assessment 1 – Digital Channel Analysis (Individual Report)

Assessment Type	Report
Purpose	The purpose of this assessment task is to assess students' understanding of digital marketing in a real-world context.
Description	Imagine you are a new hire within a digital marketing consulting firm. You have been assigned to a project to support a senior consultant. Your task is to provide a digital channel analysis report to the senior consultant in preparation for the presentation of the Channel Growth Roadmap (i.e. Assessment 2) to the prospective client. You need to analyse three (3) digital channels, such as the client's website, mobile app, various social media platforms, or search engine presence, as well the digital channels of one (1) key competitor. The report should include information detailing the current strengths and weaknesses of the client's channel utilisation (e.g. adequate and appropriate use tactics) as well as the effectiveness of the existing Online Value Proposition (OVP) which differentiates the selected company from its competitor. The report should also shed light on opportunities and implications for the expansion of one specific channel.
Weighting	30%
Length	3500 words
Due Date	Sunday, Week 8, by 9:00 pm
Submission Method	Online - via Course CANVAS site.
Assessment Criteria	See CANVAS for detailed assessment rubric
Return Method	Online - via Course CANVAS site.
Feedback Provided	Online - via Course CANVAS site

Assessment 2 - Channel Growth Roadmap (Individual Report)

Assessment Type	Proposal/Plan
Purpose	The purpose of this assessment is for students to demonstrate cognitive knowledge of the skills required in digital channel development and management.
Description	Develop a roadmap (i.e. high-level plan) which provides direction for the selected firm to achieve growth and expansion through one (1) identified digital channel. This includes a summary of the performance of the channel currently, strategic objectives, proposed initiatives for growth/expansion of the selected channel, and a performance measurement framework. Students will be guided throughout weekly sessions to develop the various components required for final submission at the beginning of Week 10. Further details of Assessment 2 will be available on CANVAS and explained during lab sessions.

Please note: Self and Peer Assessment: A single mark is given for the group assignment. This mark will then be moderated by “self and peer assessment” using the SPARKPlus software so that individual group members may receive different marks. Any moderated individual mark received by each group member is based on contribution to the assignment and, more importantly the ability to work with others. Individually group members are required to submit a self and peer assessment through SPARK within 24 hours of the due date. Failure to complete SPARK will result in a mark of zero. The criteria for the self and peer assessment are found along with the instructions on how to use SPARK on CANVAS. Please note: **NO SPARK NO MARK**

Weighting 35%

Length 4000 words

Due Date Sunday, Week 11, 9:00 pm

Submission Method Online - via Course CANVAS site.

Assessment Criteria See CANVAS for detailed Assessment rubric

Return Method Online, via Course CANVAS site.

Feedback Provided Online, via Course CANVAS site.

Assessment 3 - Final Examination

Assessment Type Formal Examination

Purpose The purpose of this assessment is to assess student's cumulative knowledge of digital and social-media marketing to develop and assess marketing initiatives.

Description This is an in-person unrestricted open book examination. Students demonstrate and apply critical thinking skills to respond to short answer questions relating to conceptual and applied aspects of contemporary digital and social media analytics for marketing decision makers.

Weighting 35%

Length 120 minutes.

Due Date Formal Examination Period

Submission Method Formal Examination

Assessment Criteria The following criteria will be used to allocate grades for the assignment via instructor evaluation:

- Ability to answer the question posed.
- Quality, appropriateness and content of the response.
- Practical evaluation and discussion supported by reference to academic argument, models and concepts appropriate to the topic.
- Ability to present, adopting conventional academic conventions, including those in respect of clarity, spelling, grammar, use of syntax.

Return Method Not Returned

Feedback Provided No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period cannot be considered.

SYLLABUS

Course Content

Topics in the course include but are not limited to the following:

- Understanding the digital marketing landscape; micro and macro environments
- Understanding the digital environment for engaging consumers in local and global contexts
- Marketing theory in customer centricity and value creation
- Relationship marketing using digital media
- Digital media and the marketing mix
- Evaluation and improvement of digital channel performance
- Introduction to digital analytics and dashboard tools
- Competitor and Industry benchmarking analysis
- Communicating value driving channel strategies for marketing decision making

Course Materials

Required Text:

Chaffey, D. and Ellis-Chadwick, F. (2022) *Digital Marketing: Strategy, Implementation and Practice*, 8th edition, England; Pearson Education

ISBN: 9781292400969

Access to an online version of the textbook is available in course's CANVAS site. Additional materials related to each module/week will be available in CANVAS.

Online learning materials will be specified on the course CANVAS site for each lecture/lab session as required.

Please refer to the course CANVAS site for details of additional recommended texts.

SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Introduction to Digital Marketing	Reading: Chapter 1 and additional online resources in CANVAS	Course overview and assessment tasks overview.
2	Online marketplace analysis: Macro and micro-environment	Reading: Chapters 2 & 3 and additional online resources in CANVAS	Online Marketplace analysis, Situation Analysis and Micro/Macro Analysis.
3	Digital marketing mix	Reading: Chapter 5 and additional online resources in CANVAS	Digital media and the Digital Marketing mix
4	Relationship marketing using digital platforms	Reading: Chapter 6 and recommended Customer Value (CV) and Customer Engagement (CE) journal articles in CANVAS.	CRM and Social CRM, and customer lifecycle management.
5	Marketing Analytics in data-rich environments	Prescribed readings and focus questions in Week 5 materials,	Analytics dashboard overview, behaviour tracking, introduction to conversions and attribution
6	Marketing communication using digital media channels: Organic search engine marketing	Reading: Chapter 9 and additional online resources in CANVAS.	Search Engine Optimisation and keyword / key phrase analysis.
7	Marketing communication using digital media channels: SEM and Pay-per-click marketing	Reading: Chapter 9 and additional online content in CANVAS.	Search Engine Marketing, PPC, display advertising, affiliate marketing, email, and mobile marketing.
8	Marketing communication using digital media channels: Social media marketing	Reading: Chapter 9 and recommended Voice of Customers (VoC) related content in CANVAS.	Social media analysis, online PR and influencer relationship marketing, viral marketing and gamification. Assessment 1 due: Sunday, Week 8 by 9:00 pm.
9	Digital marketing planning process and digital marketing strategy formulation	Reading: Chapter 4 and additional online content in CANVAS.	RACE digital marketing framework and SOSTAC planning framework
10	Campaign planning for digital marketing.	Reading: Chapter 8 and additional online content in CANVAS.	SMART goal settings and campaign planning for digital media.
11	Evaluation and improvement of digital channel performance	Reading: Chapter 10 and additional online content in CANVAS.	Digital Marketing campaign measurement and Google Analytics Assessment 2 due: Sunday, Week 11 by 9:00 pm.
12	Course Review	Course Review & Examination Revision	Course Review & Examination Revision

Please note: Assessment submission methods may vary depending upon COVID-19 restrictions.

Please note: if a class/lecture is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

CONTACTS

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ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods	Communication methods used in this course include: <ul style="list-style-type: none"> - CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site. - Email: Students will receive communications via their student email account. - Face to Face: Communication will be provided via face to face meetings or supervision.
Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule .
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35 .
Adverse Circumstances	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: <ol style="list-style-type: none"> 1. the assessment item is a major assessment item; or 2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system; 3. you are requesting a change of placement; or 4. the course has a compulsory attendance requirement. Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236
Important Policy Information	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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