Newcastle Business School

GSBS6014: Digital Marketing
2024

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. Business decision makers need to consider how to take advantage of digital technologies as a potential imperative for competitive advantage, and whether their current marketing strategies effectively integrate digital channels. This course incorporates specialised simulation software (*Stukent Mimic Pro)* to provide students with an applied understanding of the impact of marketing in the digital environment. Digital Marketing targets the Web, mobile devices, as well as social media and other digital channels in the context of both their technological underpinnings and facilitation of delivery mechanisms. Students investigate globalisation,adaptation, and real- time communication issues together with new forms of segmentation and an entire new paradigm of understanding consumers in this rapidly changing digital environment.
Sustainable Development Goals	8 DECENT WORK AND ECONOMIC GROWTH
Contact Hours	**Lecture:** Face to face on campus for two (2) hours per week for 12 weeks starting week 1.
	Self-Directed Learning: Six (6) hours of online content per term provided for self-directed learning.
Unit Weighting	10 units
Assumed Knowledge	GSBS6005 Marketing Management and Planning
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:**

1. Analyse the confluence of marketing, operations, and human resources in real-time delivery;
2. Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities;
3. Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks;
4. Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked;
5. Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics;

6. Comprehend the importance of conversion and working with digital performance marketing; and
7. Analyse cross-cultural and ethical issues in globalised digital markets.

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 (Group Report)	Sunday, Week 6, by 9:00 pm	Group	30%	1, 2, 3, 4, 5, 6, 7
2	*Mimic Pro* Simulation Decision Rounds (Individual Tasks)	Sunday, Weeks 4-8, by 9:00 pm	Individual	50%	1, 2, 3, 4, 5, 6, 7
3	Individual Critical Reflection	Sunday Week 12, by 9:00 pm	Individual	20%	1, 2, 3, 4, 5, 6, 7

Please note: students are advised that ALL assessments must be submitted in English. Assessment items 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.

Assessment 1 – Digital Channel Analysis (Group 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 team member within a digital marketing consulting firm and have been assigned to a small team with other colleagues to support a senior consultant working on a client account. Your tasks for this group assessment are to conduct a digital channel analysis of your client's brand, and one key competitor, and submit a report to the senior consultant detailing your findings for the prospective client.

The report includes information that builds client awareness of the current strengths and weaknesses of their digital channels and the effectiveness of their existing online value proposition which makes the brand distinctive in the market. The report also identifies opportunities and implications for future digital marketing initiatives. The Digital Channel Analysis is designed to be a group practical activity to help you relate the digital marketing theory and tools you are covering in class to industry practice. It will also provide insights that are helpful in shaping your decision-making processes in *Mimic Pro* Simulation (Assessment 2) and formulating your final Individual Critical Reflection (Assessment 3).

Weighting   30%

Length   5000 words

Due Date   Sunday Week 6 by 9:00 pm

Submission Method   Online – via Turnitin

Assessment Criteria   Detailed assessment rubric is available on CANVAS.

Your group digital channel analysis report should include the following:
1. Client Overview: (a) Briefly describe the company and its most prominent digital channels, e.g. a branded website, social media accounts and mobile app; and (b) Identify the prominent online value proposition (OVP) from the company's digital channels.
2. Market review: Justification for selecting specific competitor and its digital channels.
3. Analysis criteria: Develop a set of digital channel analysis criteria. Use of recommendations from practice and recognised digital marketing service providers

is expected. Additionally, selected criteria need to be justified using suitable research-informed frameworks described in the recommended course readings, and scholarly literature on customer experience and customer engagement;

4. Channel analysis: Using your digital channel analysis criteria, analyse and compare the appropriateness and perceived effectiveness of selected channel attributes of the selected competitor and your client.
5. Competitor OVP analysis: Identify and justify existing online value proposition(s) (OVP) from the competitor's digital channels;

Recommendation: A summary of the salient considerations and implications arising from your analysis. Propose at least one (1) digital marketing S.M.A.R.T objective for your client in the next 6 months.

The report must have adequate visual illustration. Follow report format criteria provided in NBS student manual. The format of the report should be in Times New Roman, 12-point font, 1.5-line spacing with 2.5cm margins and be no more than 5000 words. The written report MUST contain a list of references, cited correctly with a consistent format (i.e. APA referencing style).

Return Method	Online
Feedback Provided	Online

Assessment 2 - *Mimic Pro* Simulation Decision Rounds

Assessment Type	Applied / Practical Simulated Decision Making Tasks
Purpose	The purpose of this assessment is to assess students' knowledge of the planning and implementation process in a digital marketing context.
Description	Using the guided *Stukent Mimic Pro* Digital Marketing simulation platform, students are tasked with a series of practical scenarios relating to the management of a brand's digital marketing channels. Over 5 weeks, each student will complete ten (**10)** rounds of decisions, based on successful management of a digital marketing budget and key initiatives of a hypothetical retailer across paid and owned media channels. Tasks include, but are not limited to, landing page optimisation, keyword research (SEO and SEM), segment targeting, and paid search advertising campaign development. Materials and class discussion within the weekly lectures will prepare students for this task, in addition to independent research and in-class activities.
Weighting	50% (10% per week for 5 weeks).
Length	Each Decision Round is managed by the individual student in the *Mimic Pro* platform
Due Date	Sunday, Weeks 4-8, by 9:00 pm
Submission Method	Online via *Mimic Pro* Simulation platform. Each student must complete and submit their own weekly decision rounds through their unique login credentials.
Assessment Criteria	1. *Mimic Pro* simulates the decision-making demands of a digital marketer. The choices made by each student throughout each of the 10 rounds, are simulated with budget allocation, campaign design and market response data. Each student will be graded based on their performance across the 10 rounds.
Return Method	Online
Feedback Provided	Online

Assessment 3 - Individual Critical Reflection

Assessment Type	Reflective learning written assessment
Purpose	The purpose of this assessment is to assess students' cumulative knowledge of digital marketing strategy, planning and implementation, as well as their capacity to reflect upon their own learning and skill development throughout the course.
Description	This is an **individual task**.
Weighting	20%
Length	2500 words
Due Date	Sunday Week 12 by 9:00 pm
Submission Method	Online, via Turnitin using CANVAS.
Assessment Criteria	The following criteria will be used to allocate grades for the assignment via instructor evaluation.

− Ability to describe the process of using simulated digital marketing data to make strategic decisions.
− Quality, appropriateness and content of the response.
− Practical evaluation and discussion supported by reference to academic argument, models and concepts appropriate to the topic.
− Analysis of individual performance

- Conclusions and reflective insights relating to the performance of the focal retailer studied in the *Mimic Pro* platform
- Ability to present, adopting conventional academic conventions, including those in respect of clarity, spelling, grammar, use of syntax.

Return Method   Online - via Turnitin
Feedback Provided   Online - via Turnitin.

SYLLABUS

Course Content   **Topics in the course include but are not limited to the following:**
1. Introduction to digital marketing
2. Digital environment analysis (Macro & Micro)
3. Digital marketing strategy
4. The digital marketing mix
5. Relationship marketing
6. Managing the online customer experience
7. Campaign planning for digital media
8. Marketing communications using digital media channels
9. Evaluation and improvement of digital channel performance
10. Emerging trends in digital media and technologies
11. Social media marketing

Course Materials   **Required Software Access**

Students must purchase a user license for the **Stukent *Mimic Pro* simulation platform** in order to complete the assessments within this course **(**cost is approximately **$90 AUD).** Upon enrolment, each student will be given instruction on how to purchase and login to Mimic Pro. Additional materials related to each module/week will be available in CANVAS.

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: Week 1 lecture materials and additional online resources in CANVAS.	Course overview and assessment tasks overview.
2	Online marketplace analysis: Macro and micro-environment	Reading: Week 2 lecture materials andrecommended Customer Value (CV) and Customer Engagement (CE) journal articles in CANVAS.	Online Marketplace analysis., Situation Analysis and Micro/Macro Analysis. Channel Analysis Criteria Development.
3	Digital marketing mix	Reading: Week 3 lecture materials and additional online resources in CANVAS.	Digital media and the Digital Marketing mix.
4	Search Engine Marketing (SEO and SEM)	Reading: Week 4 lecture materials and additional online resources in CANVAS.	Search intent, key phrase research and PPC campaign structure. *Mimic Pro* Decision Rounds 1 and 2.
5	Marketing Communication and Automation	Reading: Week 5 lecture materials and additional online resources in CANVAS.	*Mimic Pro* Decision Rounds 3 and 4.
6	Digital marketing planning process and strategy formulation	Reading: Week 6 lecture materials and additional online resources in CANVAS.	RACE digital marketing framework and SOSTAC planning framework. *Mimic Pro* Decision Rounds 5 and 6. **Assessment 1 due:** Sunday, Week 6 by 9:00 pm.
7	Campaign planning for digital marketing	Reading: Week 7 lecture materials and additional online content in CANVAS.	SMART goal settings and campaign planning. *Mimic Pro* Decision Rounds 7 and 8.
8	Evaluation and optimisation of digital channel performance	Reading: Week 8 lecture materials and additional online content in CANVAS.	Digital Marketing campaign measurement and Web Analytics workshop. *Mimic Pro* Decision Rounds 9 and 10.
9	Social media marketing and customer relationship management	Reading: Week 9 lecture materials and additional online resources in CANVAS.	Paid Social Media planning – Design a Social Media Ad campaign.
10	Customer experience in digital environments	Reading: Week 10 Lecture materials and additional online resources in CANVAS.	Customer Experience Management Case Study.
11	Emerging trends in digital marketing	Reading: Week 11 Lecture materials and additional online resources in CANVAS.	Immersive Technology Workshop – Branded Virtual Experiences.
12	Course Review	Reading: Week 12 Lecture materials: Course review and summary.	Course Review **Assessment 3 due:** Sunday, Week 12 by 9:00 pm.

If a lecture/class 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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Log your question or request to the PSB Program Executives at the following website:
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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: - 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: 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.