



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER ONE 2024

MART466 Digital Marketing

Paper Description and Aims

This course is designed to provide students with a deeper understanding of digital marketing. It will introduce students to the theories and online tools used in digital marketing. The course aims to provide marketing graduates with the highly sought-after knowledge and skills needed to work in a digital environment. Students do not need to have any technical background to do this course.

Semester One

0.1667 EFTS

20 points

Prerequisites:

Teaching Staff

Paper Coordinator & Lecturer

Name: Dr Mathew Parackal

Office: OBS 4.35

Email: mathew.parackal@otago.ac.nz

Office Hours: Please refer to Blackboard

Lecturer

Name: Dr Damien Mather

Office: OBS 4.37

Email: damien.mather@otago.ac.nz

Office Hours: Please refer to Blackboard

You should contact Dr Mathew Parackal with any administrative enquiries about the paper.

All requests for late submissions of assignments should be addressed to Dr Mathew Parackal

Email: mathew.parackal@otago.ac.nz

Expectations for Staff Response Time to Email Enquiries – 9 am to 5 pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5 pm Friday and 9 am Monday.

Paper Delivery

Lecture Day/Time: **Wednesdays 10:00 am to 12:00 noon**

Room: OBS4.26

Workshops: **Wednesdays 10:00 am to 12 noon**

Every week students must attend **one 110-minute lecture** and attend the workshops when scheduled.

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to prepare for and attend all classes to gain full benefit from the course

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload

MART466 is a 20-point paper. As a general guide, 1 point represents study in formal instruction or independent study for 12 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 240 hours on this subject over the duration of the semester.

Calendar

Week	Week Commencing*	Topic	Due date
1	26 Feb	Introduction to Digital Marketing	
2	4 March	Search engine marketing	
3	11 March	Digital Analytic tools (workshop by Dr Mathew Parackal)	
4	18 March	Analysing Social Media (workshop by Dr Mathew Parackal)	Project Plan, due at 5:00 pm on Monday 18 March 2024
5	25 March	Natural Language Processing (workshop by Dr Damien Mather)	
29th March Good Friday 1st – 5th April Mid Semester Break 2nd April Otago Anniversary Day observed			
6	8 April	Digital Transformation	
7	15 April	Inbound Marketing	
8	22 April (25th Anzac Day Observed– No Classes)	Big Data in Marketing	
9	29 April	Digital Communication	Project Infographic due at 5:00 pm on Monday 6 May 2024
10	6 May	Digital Ethics	
11	13 May	Student presentation	Google Analytics Presentation on 15 May 2024 in class
12	20 May	Project debriefing	Opinion Piece due at 5:00 pm on Monday 20 May 2024
13	27 May	Student presentation	Project Presentation on 29 May 2024 in class

*** First week of Semester 1 is ACADEMIC WEEK 9**

Lectures end Friday 31 May

University Exam Period First Semester Begins Wednesday 5 June

Ends Wednesday 19 June

Assessment

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade	Requirements to pass this paper
Project Plan (to be completed in groups)	5:00 pm, 18 March	10%	Yes
Project Infographic (to be completed individually)	5:00 pm, 6 May	20%	Yes
Google Analytics Presentation (to be completed in groups)	15 May, in class	10%	Yes
Opinion Piece (to be completed individually)	5:00 pm, 20 May	40%	Yes
Project Presentation (to be completed in groups)	29 May in class	20%	Yes

Paper Requirements

Students must complete all assessments and obtain an overall 50% to pass the course.

Assessment Format

Project

The project is to be done in teams. Each team will be required to develop a project plan for a business. Teams will submit the project plans by **5:00 pm on 18 March 2024** to the paper coordinator by email. After submitting, teams need to implement the project for a maximum of three consecutive weeks. Based on the project outcomes, each team member will prepare an infographic highlighting what was achieved and make recommendations for the client. The infographic is due by **5:00 pm, 6 May 2024** by email to the paper coordinator. Teams will debrief the clients on their work in presentations scheduled on **29 May 2024**. All materials (PowerPoint file, handouts, audio/video) to be used in the presentation must be submitted for grading to the paper coordinator by email before the presentation.

Google Analytics

For this assignment, students will be given access to Google Analytics of a website via their own Google Analytics account. They will be required to explore this platform and extract analytics for the website to use in a presentation to the website owner(s). This presentation is scheduled for **15 May 2024**.

Students will work in teams on this task. All materials (PowerPoint file, handouts) to be used in the presentation must be submitted for grading to the paper coordinator by email before the presentation.

Opinion piece

Each student will be required to write an opinion piece on digital marketing informed by the literature. The student and the paper coordinator will jointly decide the specific topic for the opinion piece. Using evidence from the literature, the piece must convincingly communicate a central theme related to the topic to marketing practitioners, which can be posted on the student's LinkedIn account. The maximum length for the opinion piece is three pages (excluding the title page, references, and appendices) with 1.5-line space. The Opinion piece is due by **5:00 pm, 20 May 2024** via email to the paper coordinator.

Referencing Style

Style guides are available on the University Library website.

<https://www.otago.ac.nz/library/referencing/index.html>

Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e. 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Group Work

If your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

Learning Outcomes

Learning Outcome	Project Plan	Infographic	Project Presentation	Google Analytics	Opinion Piece	Total
Develop and implement digital marketing strategies	✓	✓	✓	✓	✓	
Critically appraise marketing concepts for application in a digital context	✓	✓	✓	✓	✓	
Use online tools to achieve marketing goals	✓	✓	✓	✓		
Gain some practical experience in Digital Marketing	✓	✓	✓	✓		
Establish links with the industry	✓	✓	✓			
Total	10%	20%	20%	10%	40%	100%

Academic Integrity

Students should ensure that all submitted work is their own. Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the paper, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

The use of Generative Pre-trained Transformers such as ChatGBT and Bard to write assessments is not permitted in this course. Any student found using such tools for writing their assessments shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the paper, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use AI detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

<https://www.otago.ac.nz/administration/policies/otago116838.html>

<https://www.otago.ac.nz/administration/policies/otago116850.html>

Concerns about the Paper

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the departmental administrator or head of department.

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.