



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER ONE 2024

MART308 Integrated Digital Marketing

Paper Description and Aims

An introduction to integrated digital marketing. The emphasis is placed on digital marketing as a business philosophy, a broader view of the practice of digital marketing from a consumer viewpoint, consideration of ethical issues, and practical skills and knowledge demanded by employers that will enable graduates to embark on a professional career in the field of marketing.

Semester One

0.15 EFTS

18 points

Prerequisites: 54 200-level points

Teaching Staff

Paper Administrator

Name: Cathie Child
Office: OBS 442
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Office Hours: See Blackboard

Lecturer

Name: John Williams
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Email: john.williams@otago.ac.nz
Office Hours: See Blackboard

You should contact Cathie Child with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

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

Paper Delivery

Lecture Day/Time: **Monday and Tuesday 12:00-12:50pm**

Room: Please refer to your eVision timetable.

Labs Day/Time: Please refer to your eVision timetable.

Every week students must attend two 50 minute, lectures and one lab as detailed in the course outline (either 50 or 110 minutes, depending on content; see the course schedule below).

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

Labs are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

Labs begin in the first week of semester. You will be allocated to a lab and this will be available in eVision. When there is a test scheduled for the lab, the lab session will be 50 minutes (10 minutes are allowed for each test). When there is a software assignment to work on, labs last 110 minutes.

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

MART308 is an 18 point paper. As a general guide, 1 point represents study in formal instruction or independent study for 10 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

Textbook Information

The textbook is "Internet Marketing Essentials", Jeff Larson and Stuart Draper. ISBN: 978-0-692-22688-9. Available online (ONLY) from stukent.com: Link to purchase it will be updated on Blackboard in the week before the course begins. The price is **USD \$129.99** for access to the book (in perpetuity), Mimic Pro and an industry-recognised certification from Stukent.

The online textbook and access to Mimic Pro is REQUIRED for the course.

You will not be able to complete the semester-long project without it.

Calendar

Week	Week Commencing	Topic	Reading	
1/9	26 th Feb	1. Introduction to MART308 2. What is Integrated Digital Marketing?	Ch. 1	Practice test Mimic Pro intro
2/10	4 th March	3. Overview of digital IMC 4. Adtech and the advertising economy	Ch. 6 & 7	SA1: Wordpress Test 1
3/11	11 th March	5. Search engine marketing: organic 6. Search engine marketing: paid	Ch. 4 & 5	
4/12	18 th March	7. Website design 8. Email marketing	Ch. 2 & 8	SA2: SendInBlue Test 2
5/13	25 th March	9. Content marketing: text 10. Content marketing: graphics	See Blackboard	
1 st April Easter Monday; 1 st to 5 th April Mid Semester Break				
6/15	8 th April	11. Social media marketing 12. Influencer marketing	Ch. 9 & 10	Google Analytics Test 3
7/16	15 th April	13. Digital marketing analytics 14. Attribution modelling and customer journeys	Ch. 3	
8/17	22 nd April	15. Mobile marketing 16. eCommerce	Ch. 12	
9/18	29 th April	17. Social Commerce 18. Online persuasion	See Blackboard	Intro to KPI analysis
10/19	6 th May	19. Online relationship marketing 20. Strategic aspects of IDM	Ch. 11	SA3: KPI analysis Test 4
11/20	13 th May	21. Guest lecture: TBA 22. Guest lecture: TBA	See Blackboard	
12/21	20 th May	23. Sociological aspects of digital marketing 24. Digital marketing macro-issues	See Blackboard	Mimic Pro due Friday 5PM
13/22	27 th May	25. Implications of technological & social trends 26. Course review and exam preview		

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

Lectures end Friday 2 June

University Exam Period First Semester Begins Wednesday 7 June

Ends Wednesday 21 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
Mimic Pro (Google Ads & simulation)	5PM, Friday 24 th May <i>No extensions for this assignment</i>	24
Textbook chapter tests (4 × 2%)	See schedule	8
Software assignments (3 × 6%)	See schedule	18
Final exam (40% multi-choice, 60% short answer)		50

IMPORTANT: you must bring your **Student ID card** to the computer lab to be eligible to sit the internal assessment (online tests). Tutors will be checking IDs during the test.

If you do not have your ID on display at your desk you will not get credit for the test.

If you cannot attend your computer lab to complete your fortnightly test, please contact the paper administrator, Cathie Child, well in advance of the scheduled test.

Procedures for online tests

Internal assessment for MART 308 consists of individual online tests to be completed during lab times. Because of this, it is essential that you attend the lab to which you are assigned. If you cannot attend the tutorial to complete the test, you must contact the paper administrator, Cathie Child, before the scheduled time.

Here is what will happen during the tutorials:

- Find a seat so that there is an empty seat on either side of you, if possible
- Immediately log in to Blackboard and navigate to the Assignments page. The link to the test will be there. Click on the link but do not start the test.
- Put your Student ID card on the desk beside you, where the tutor can see it and check that it's really you who is taking the test ;-). There should be nothing else on the desk. You can live without your phone for 10 minutes, can't you?
- The tutor will ask whether anyone has any questions about the material that has been covered in lectures during the last two weeks.
- When the last question has been answered, the test will begin
- Tutors will not answer any questions (relating to material covered by the test) after the test has begun
- The rules for the test are the same as those for a final examination. In particular, you may not refer to your physical notes, or any other material on your computer or phone, while the test is in progress. You must also not communicate with anyone, either in person or electronically. Do not leave your phone or any notes etc. on your desk, or anywhere else visible to you.
- You have 10 minutes to complete the test.
- Each test consists of 10 multi-choice questions
- There is no penalty for incorrect answers
- After the entire MART 308 class has taken the test, it will be made available for anyone to take at any time, as many times as you like for revision purposes, but subsequent attempts will not contribute anything toward your grade.

Please remember that final exam conditions apply, so if a tutor observes a student breaching the conditions, their student ID number will be recorded and they will be asked to stop the test and leave the room. No credit will be given for that test. The student's details may also be entered into the central University system for tracking dishonest practice.

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.

Learning Outcomes

Upon successful completion of this paper, you should be able to describe the role of information and communication technology in modern business, as it relates to marketing practice at both the strategic and tactical levels. You should also be able to plan and execute an online IMC (Integrated Marketing Communications) campaign using Google Ads, Google Analytics, HootSuite and SendinBlue, and be aware of the design principles for websites and other digital content. Finally, you should be able to use marketing analytics to guide marketing action at both the strategic and tactical levels.

Learning Outcome	Software assignments	Chapter tests	Mimic Pro	Exam	Total
Understanding online advertising		✓	✓	✓	
Understanding strategic aspects of digital marketing		✓	✓	✓	
Understanding content marketing		✓		✓	
Understanding social media marketing	✓	✓		✓	
Understanding online buyer behaviour		✓	✓	✓	
Understanding marketing analytics	✓	✓	✓	✓	
Developing familiarity with industry-standard tools	✓		✓		
Total	18	8	24	50	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.

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.