

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

Semester One | Kaupeka Tuatahi

2026

MART566 Digital Marketing

Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu |
Bula | Fakalofa lahi atu | Ulu tonu mai

Course Description and Aims | *Whāinga o te Akoranga*

This course is designed to provide students with a deeper understanding of digital marketing. It will introduce students to the theories and analytic tools such as R and SAS Enterprise Miner. 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

Teaching Staff | *Kaiako*

Course Coordinator/Lecturer

Name: Dr Mathew Parackal
Office: OBS 4.35
Email: mathew.parackal@otago.ac.nz
Office Hours: Tue: 3:00 to 4:00 pm

Lecturer

Name: Dr Damien Mather
Office: OBS 4.37
Email: Damien.mather@otago.ac.nz
Office Hours: TBA

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

Course Information | *Mōhiohio akoranga*

Lecture Day/Time: Tuesday 10:00am-12:00pm

Room: Please refer to your eVision timetable

Every week students must attend a two-hour lecture. The labs will be held during the lecture time.

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 course 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 | *Te Nui o te Mahi*

MART566 is a 20–point course. 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 | *Maramataka*

Week	Week Commencing*	Topic	Reading
1	23 Feb	Introduction to Digital Marketing	
2	2 March	Search engine marketing and AI search	
3	9 March	Data scrapping and wrangling Setting up student accounts with SAS onDemand Academic (workshop by Drs Mathew Parackal and Damien Mather)	
4	16 March	Analysing Social Media Familiarise with SAS Studio and SAS Enterprise Miner (workshop by Drs Mathew Parackal and Damien Mather)	Project Plan due at 5:00 pm on Monday 16 March 2026
5	23 March	Natural Language Processing Using SAS Enterprise Miner to analysis textual data (workshop by Drs. Mathew Parackal and Damien Mather)	
6	30 March	Digital Transformation	
Mid Semester Break 6 April – 12 April			
7	13 April	Inbound Marketing	
8	20 April	Big Data in Marketing	
9	27 April	Digital Communication	
10	4 May	Digital Ethics	Project Infographic due at 5:00 pm Monday, 4 May 2026.
11	11 May	Student presentation	Google Analytics Presentation on 12 May 2026 in class
12	18 May	Project debriefing	Opinion Piece due at 5:00 pm on 18 May 2026
13	25 May	Student presentation	Project Presentation on 26 May 2026 in class

*** First week of Semester 1 is ACADEMIC WEEK 9**
Lectures end Friday 29 May
University Exam Period First Semester Begins Wednesday 3 June until
Wednesday 17 June.

Assessment | Aromatawai

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, 16 March	10%	Yes
Project Infographic (to be completed individually)	5:00 pm, 4 May	20%	Yes
Google Analytics Presentation (to be completed in groups)	12 May, in class	10%	Yes
Opinion Piece (to be completed individually)	5:00 pm, 18 May	40%	Yes
Project Presentation (to be completed in groups)	26 May in class	20%	Yes

Course 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 16 March 2026** to a drop box on Blackboard.

Infographic: After submitting, teams will 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, 4 May 2026** to a drop box on Blackboard.

Project presentation: Teams will debrief the clients on their work in presentations scheduled on **26 May 2026** in class. 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 **12 May 2026** in class. 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 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 at **5:00 pm, 18 May 2026** into a drop box on Blackboard.

Referencing Style

For this course the referencing style is APA. 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 you group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the course information tab on Blackboard.

Learning Outcomes | *Hua Akoranga*

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	√	√	√	√	√	
Familiarise with using SAS OnDemand for Academics and R to generate analytics.	√	√	√	√		
Gain some practical experience in Digital Marketing	√	√	√	√		
Establish links with the industry	√	√	√			
Learn to use AI tools to improve marketing efficiency.	√	√	√			
Total	10%	20%	20%	10%	40%	100%

Academic Integrity | *Pono-ā-wānanga*

Students should ensure that all submitted work is their own.

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper coordinator.

For further information on academic integrity at Otago:

Academic Integrity Policy

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

Student Academic Misconduct Procedures

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

A note about Artificial Intelligence: MART566 does not ban the use of large language models (LLMs) such as ChatGPT or Copilot, but you must fully disclose any LLM use in submitted internal assessment work, including full details of how and why you used them. Failure to do so may lead to academic misconduct proceedings.

You should be wary of LLMs in general, as they are purely statistical models with no actual “understanding” or “knowledge”. While their output sounds authoritative, it can often be misleading, incorrect, or totally fake. This is particularly dangerous when you do not have sufficient understanding of a topic to spot the errors.

For further information on artificial intelligence at Otago:

Use of Generative-Artificial Intelligences and Autonomous Content Generation in Learning and Teaching Policy

<https://www.otago.ac.nz/administration/policies/policy-collection/use-of-generative-artificial-intelligences-and-autonomous-content-generation-in-learning-and-teaching-policy>

Concerns about the Course | *Ngā māharahara mō te akoranga*

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course 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 | *Kupu Whakatonu*

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.