

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

Semester One | Kaupeka Tuatahi  
2025

### MART308 Integrated 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*

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 | *Kaiako*

##### Lecturer

Name: John Williams  
Office: OBS 407a  
Email: john.williams@otago.ac.nz  
Office Hours: See Blackboard

##### Paper Administrator

Name: Cathie Child  
Office: OBS 442  
Email: cathie.child@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.

## Course Information | *Mōhiohio akoranga*

**Lecture Day/Time:** Monday 11:00-11:50am and Tuesday 8:00-8:50am

**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 schedule labs as shown in the course calendar below.

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

**Labs** are self-paced learning activities in which students put into practice 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. Labs are 110 minutes, except for the first one, which is 50 minutes.

**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*

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 | *Pukapuka Kaupapa*

The textbook is “Internet Marketing Essentials”, Jeff Larson and Stuart Draper. ISBN: 978-0-692-22688-9. Available **online only** from <https://stukent.com>; the 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), the digital marketing “Simternship” (internship based on an online advertising simulation) and an industry-recognised certification from Stukent. Several graduates of this paper have told us that having this certificate on their CV helped them get their first digital marketing job.

The online textbook and access to Student's Digital Marketing Simternship is **REQUIRED** for this paper. You will not be able to complete the semester-long 24% project without it.

## Calendar | *Maramataka*

Week	Week Commencing	Lectures	Reading	Labs
1	24 Feb	1. Introduction to MART308 2. What is Integrated Digital Marketing?	Ch. 1	Practice test Simternship intro
2	3 March	3. Website design 4. Email marketing	Ch. 2 & 8	<b>SA1:</b> Wordpress <b>Test 1</b>
3	10 March	5. Overview of digital IMC 6. Adtech and the advertising economy	Ch. 6 & 7	
4	17 March	7. Search engine marketing: organic 8. Search engine marketing: paid	Ch. 4 & 5	<b>SA2:</b> SendInBlue <b>Test 2</b>
5	24 March	9. Content marketing: text 10. Content marketing: graphics	See Blackboard	
6	31 March	11. Social media marketing 12. Influencer marketing	Ch. 9 & 10	
7	7 April	13. Digital marketing analytics 14. Attribution modelling; customer journeys	Ch. 3	Google Analytics <b>Test 3</b>
8	14 April	15. Mobile marketing 16. eCommerce	Ch.12	
<b>Mid Semester Break 21<sup>st</sup> April – 25<sup>th</sup> April</b>				
9	28 April	17. Online persuasion 18. Online relationship marketing	Ch.11	<b>SA3:</b> KPI analysis <b>Test 4</b>
10	5 May	19. Strategic aspects of IDM 20. Careers in IDM	Ch. 13	
11	12 May	21. Guest lecture: TBA 22. Guest lecture: TBA	See Blackboard	
12	19 May	23. Sociological aspects of digital marketing 24. Digital marketing macro-issues	See Blackboard	<b>Simternship</b> due Friday 5PM
13	26 May	25. Implications of technological & social trends 26. Course review and exam preview	Ch. 14	

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

**Lectures end Friday 30 May**

**University Exam Period First Semester Begins Wednesday 4<sup>th</sup> June until  
Wednesday 18<sup>th</sup> 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
Simternship (Google Ads & simulation)	5PM, Friday, May 23 <sup>rd</sup> <b>No extensions for this assignment</b>	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.

## Assessment Format

### 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:*

1. Find a seat so that there is an empty seat on either side of you, if possible
2. 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.
3. 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?
4. The tutor will ask whether anyone has any questions about the material that has been covered in lectures during the last two weeks.
5. When the last question has been answered, the test will begin
6. Tutors will not answer any questions (relating to material covered by the test) after the test has begun
7. 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.
8. You have 10 minutes to complete the test.
9. Each test consists of 10 multi-choice questions
10. There is no penalty for incorrect answers
11. 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 | *Hua Akoranga*

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	Sinternship	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	✓		✓		
<b>Total</b>	18	8	24	50	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](http://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: the use of AI tools to generate text, images, audio and video is vital to digital marketers, and has been a standard part of digital marketing practice for years. Hence the use of these tools to complete assignments is both allowed and encouraged. However, students are required to disclose exactly which tools they used and how they used them. You will not lose any marks for using AI to complete the content generation aspects of your assignments.

**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.