



Business School

School of Marketing

Never Stand Still

Business School

MARK3085

Digital Marketing & Web Analytics

Course Outline

Semester 2, 2015

Part A: Course-Specific Information

**Part B: Key Policies, Student Responsibilities
and Support**

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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer-in-charge: Gavin Northey
Room QUAD3045
Email: g.northey@unsw.edu.au
Consultation Times – by appointment

2 COURSE DETAILS

2.1 Teaching Times and Locations

Lectures start in Week 1(to Week 13): The Time and Location are:
Weeks 1,3,5,7,9,11, 13 - 0900-1200 Webster Theatre B
Weeks 2,4,6,8,12 - 0900-1100 Webster Theatre B

Tutorials start in Week 2 (to Week 12).
Weeks 2,4,6,8,12 - A full list of tutorials, times and tutors will be on the Course Website.

There are no lectures or tutorials in week 10.

2.2 Units of Credit

The course is worth 6 units of credit.

2.3 Summary of Course

This course explores the impact of the Internet, digital and social media, and emerging technological innovations on the marketing of goods and services. It examines consumer response to these innovations and factors that lead to the adoption of these new technologies. Students will examine digital technologies and their impact on marketing strategy, consumer behaviour, digital marketing, digital analytics and communication strategies. An emphasis is placed on the utilisation of contemporary digital marketing applications within the emerging electronic environment. The changing technology environment means that marketers need to understand the way firms interact with the market, and how firms are taking advantage of new technologies to improve their marketing strategies.

2.4 Course Aims and Relationship to Other Courses

This course is offered as part of the marketing stream in the Bachelor of Commerce degree. A prerequisite for this course is MARK1012 Marketing Fundamentals. This course builds on the theory from MARK1012 and applies the knowledge to the digital environment.

The course has a number of aims and objectives:

1. Provide students with a clear understanding of Digital Business as a whole, including Digital Marketing and e-Commerce within that.
2. Promote knowledge of digital infrastructure requirements and the role of design for digital properties
3. Identify key topics relating to online consumer behaviour

4. Raise awareness of important issues concerning cyber-law and cyber-security
5. Provide students with an applied knowledge of website analytics

2.5 Student Learning Outcomes

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. 'participate collaboratively and responsibly in teams').

For more information on the Undergraduate Program Learning Goals and Outcomes, see Part B of the course outline.

Business Undergraduate Program Learning Goals and Outcomes

1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.

You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers.

You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

3. Communication: Our graduates will be effective professional communicators.

You should be able to:

- a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
- b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. Teamwork: Our graduates will be effective team participants.

You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team's processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.

You should be able to:

- a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
- b. Identify social and cultural implications of business situations.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all Business undergraduate students:</i>		<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	<p>Explain the concept of digital business and its relationship to broader marketing strategies.</p> <p>Explain the types and reasons for different digital infrastructure.</p>	<ul style="list-style-type: none"> • GAIQ Quiz • Exam
2	Critical thinking and problem solving	<p>Analyse website data and integrate it with market information</p> <p>Identify relevant consumer behaviour using website analytics</p>	<ul style="list-style-type: none"> • Report
3a	Written communication	Develop plans that reflect the overall digital and marketing strategies	<ul style="list-style-type: none"> • Report
3b	Oral communication	<p>Communicate ideas in a succinct and clear manner during class discussions</p> <p>Present results from the group report</p>	<ul style="list-style-type: none"> • Class participation • Report presentation
4	Teamwork	Work collaboratively to complete the major group project.	<ul style="list-style-type: none"> • Team peer evaluation
5a.	Ethical, social and environmental responsibility	Identify and assess legal and social considerations in digital marketing.	<ul style="list-style-type: none"> • Exam • Report
5b.	Social and cultural awareness	Not specifically addressed in this course.	

3 Approach to Learning and Teaching in the course

The course will be delivered through both lectures and tutorials throughout the semester. In weeks 1,3,5,7,9,11 and 13, course delivery will consist of a 3hr seminar. In weeks 2,4,6,8 and 12, course delivery will consist of a 2hr lecture and a 1hr tutorial. Lectures will cover relevant theory from the text and may include guest speakers for specific topics. Tutorials will cover applied topics such as web analytics, digital marketing and campaign management.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:

- Achieve a composite mark of at least 50; and
- Achieve a mark of at least 50% on the final exam
- Make a satisfactory attempt at all assessment tasks (see below).

4.2 Assessment Details

Assessment Task	Weighting	Length	Due Date
Individual Assessment			
Tutorial Participation	10%	On-going	On-going
Quiz	10%	90 minutes	Week 5 lecture
Presentation	10%	tba	Week 13 lecture
Research Participation	3%	tba	
Final Exam	37%	2 hours	University Exam Period
Group Assessment			
Report – Stage 1	10%	1000 words	23:59 on Friday 25 September, 2015
Report - Final	20%	5000 words	23:59 on Friday 23 October, 2015
Total			
	100%		

Note: 3% of the total mark in the course can be exchanged for participation in faculty run research projects. Students who choose to participate will automatically received 3% of the total course grade, and the final exam will contribute 37% of final grade. For students who do not wish to participate in research, the final exam will contribute 40% towards the final grade.

Details of each assessment task:

Tutorial participation (10% - individual)

Attendance is compulsory. If you miss more than two tutorial sessions without medical certificates, you may receive a failing grade for the course. To achieve a high grade you must offer constructive comments during class discussions.

Quiz (10% - individual)

The in-class quiz will be conducted in week 5.

The objective of the quiz is to demonstrate proficiency in website analytics and associated software in order to carry out relevant research.

The quiz will be in the form of the Google Analytics IQ exam and will be administered online in class. The GAIQ is a professional qualification that demonstrates proficiency in Google Analytics, the world's leading digital analytics software.

Students will sit the quiz and the mark received will contribute 10% of the overall grade for the course. The GAIQ quiz is timed, so that 70 questions will be presented in 90 minutes. Students who achieve a grade of 80% or higher will receive the 'Google Analytics Individual Qualification' certificate.

Presentation (10% - individual)

The objective of the presentation is to explain the concepts of digital business that relate to the client project and plans that have been developed to implement the overall strategy.

Students will form groups to conduct market research for an industry client. Groups will be required to present their findings, however students will be assessed individually on their content (30%) and individual presentation style (70%). A marking guide will be provided during the semester to guide students.

Research participation

You have a choice of participating in two faculty run research projects when such projects becomes available. When you decide to participate you will receive 3% credit in the course as incentive for taking part in the research project. Students who participate, the final exam will contribute 37% towards final grade. Students who choose not to participate, the final exam will contribute 40% towards their final grade.

The faculty at the UNSW School of Marketing, in addition to their teaching interests, are actively engaged in pursuing original research interests that push the boundaries of the Marketing discipline. Such research has implications for improved understanding of consumers, management practices, corporate organisation, and social policy directives. The established findings of academic research are the core basis of teaching and knowledge dissemination at the University. Being part of the university culture students are encouraged to explore the research environment at UNSW and experience the process of knowledge generation by participating in faculty administered research projects. These projects will likely closely relate to the topics studied in the course and represent the cutting edge of research in the topic area.

Participation in the faculty administered research projects is encouraged, but is not compulsory. Students who choose to participate in a faculty run research project are entitled to 3% credit in the course. To receive the 3% credit students must return a research participation receipt, signed by both the student and the research invigilator, to the INVESTIGATOR in charge of the research project. The receipt acts as a record of a student's participation in the research project.

Final Exam (37% + 3% or 40% - individual)

The final exam will be designed so that students can demonstrate their knowledge and understanding of all course concepts. More details on exam format and content will provide during the semester.

Group Project

For the group project, students will form groups of four (4) within their tutorials. Groups will have the opportunity to carry out market research for an industry partner. Representatives from the client will be involved in the project. More details will be presented on the client and the research requirements in the week 5 lecture, following the quiz.

Stage 1 (10% - Group)

The objective of Stage 1 is to analyse website data for an industry client. Included in this is an assessment of relevant digital infrastructure and implications for consumer behaviour.

The first stage of the group project will require students to carry out a mini literature review on current theory, as well as analysis of client data. The Stage 1 report will be a summary of initial findings from the analysis. As well, it will require an overview of relevant theory and outline scope for additional research and potential recommendations for the client. It is envisaged that the Stage 1 report will provide a benchmark of work undertaken and guide development of the final report.

The stage 1 report will be 1000 words in length, excluding references and appendices and is to be submitted via Moodle by 5pm on the due date specified in 4.2 Assessment Details.

A full project brief will be available on Moodle in week 1.

Final report (20% - Group)

The objective of the final report is to assess the digital properties of an industry client and to integrate this knowledge with an overall marketing strategy. It will involve the analysis of primary and secondary website analytics, assessment of the client's current digital infrastructure, and proposed plans for optimising digital strategy.

The final report will build on findings and feedback from Stage 1 report, to provide the client with detailed information about specific market research. More detail about the final report will be provided in a full project brief, available on Moodle.

The stage 2 report will be 5000 words in length, excluding references and appendices and is to be submitted via Moodle by 5pm on the due date specified in 4.2 Assessment Details.

A full project brief will be available on Moodle in week 1.

Each student will evaluate the contributions of their group members (not themselves) in Week 12 using the School of Marketing's WebPA Peer Assessment on the course Moodle site.

WebPA is based on a detailed list of evaluation criteria to rate team work skills, an important program learning goal of undergraduate degrees offered by the UNSW Business School. Group members bring different strengths to a project, and this should be reflected in your ratings, i.e. do not give each group member exactly the same score.

Each student's contribution score will be the average of the points received from their group members.

Adjustments to individual marks will occur where an individual student's peer evaluation score falls below an acceptable level.

4.3 Late Submission

Late submission will incur a penalty of 10% of the percentage weight of the assessment component or part thereof per day (including weekends) after the due date, and will not be accepted after 5 working days. An assignment is considered late if either the paper copy or the electronic copy has not been submitted on time.

Quality Assurance

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

5 COURSE RESOURCES

The website for this course is on Moodle at:

<http://moodle.telt.unsw.edu.au>

The textbook for this course is:

- Digital business and e-Commerce Management: Strategy, Implementation and Practice (6th edition). Pearson.

A list of readings will be available on Moodle at the commencement of the semester.

6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester CATEI evaluations.

7 COURSE SCHEDULE

Week	Lecture Topic	Tutorial Topic	Other Activities/ Assessment
Week 1 27 July	Course overview and introduction to Digital Business	<i>NO TUTORIALS</i>	
Week 2 3 August	Digital Marketing	Digital Analytics part 1	
Week 3 10 August	Digital Infrastructure	<i>NO TUTORIALS</i>	
Week 4 17 August	Designing Digital Properties	Digital Analytics part 2	
Week 5 24 August	1. In-class Quiz 2. Major project briefing	<i>NO TUTORIALS</i>	In-class Quiz
Week 6 31 August	Implementation & Optimisation	The role of content in digital marketing	
Week 7 7 September	Customer Engagement	<i>NO TUTORIALS</i>	
Week 8 14 September	Online Consumer Behaviour	Machine-learning and data-driven marketing	
Week 9 21 September	Legal & Social Issues	<i>NO TUTORIALS</i>	Stage 1 reports due
28 September	Mid-semester break: Saturday 26 September - Monday 5 October inclusive		
Week 10 5 October	<i>(Monday 5 Oct is a public holiday)</i>	No classes	
Week 11 12 October	Cyber-security	<i>NO TUTORIALS</i>	
Week 12 19 October	The future of Digital Marketing	Presentation workshop	Final reports due
Week 13 26 October	Group Project Presentations		

PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

8 PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you and are sought after by employers.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all Business students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

Business Undergraduate Program Learning Goals and Outcomes

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2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers.

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- a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
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4. Teamwork: Our graduates will be effective team participants.

You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team's processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.

You will be able to:

- a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
- b. Identify social and cultural implications of business situations.

9 ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: <https://student.unsw.edu.au/plagiarism> as well as the guidelines in the online ELISE tutorials for all new UNSW students: <http://subjectguides.library.unsw.edu.au/elise>

To see if you understand plagiarism, do this short quiz:
<https://student.unsw.edu.au/plagiarism-quiz>

For information on how to acknowledge your sources and reference correctly, see: <https://student.unsw.edu.au/harvard-referencing>

For the *Business School Harvard Referencing Guide*, see the [Business Referencing and Plagiarism](#) webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

For information for staff on how UNSW defines plagiarism, the types of penalties that apply and the protocol around handling plagiarism cases, see:
<https://www.gs.unsw.edu.au/policy/documents/plagiarismpolicy.pdf>
<https://www.gs.unsw.edu.au/policy/documents/plagiarismprocedure.pdf>
<https://www.gs.unsw.edu.au/policy/studentmisconductprocedures.html>

10 STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students 'Managing your Program' webpages: <https://student.unsw.edu.au/program>.

10.1 Workload

It is expected that you will spend at least **nine to ten hours** per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your **Moodle course websites** in the **first week of semester**. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: <https://student.unsw.edu.au/uoc>

10.2 Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes

they may be refused final assessment. For more information, see:
<https://student.unsw.edu.au/attendance>

10.3 General Conduct and Behaviour

You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at:
<https://student.unsw.edu.au/conduct>

10.4 Occupational Health and Safety

UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see
<http://www.ohs.unsw.edu.au/>.

10.5 Keeping Informed

You should take note of all announcements made in lectures, tutorials or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

11 SPECIAL CONSIDERATION

You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General information on special consideration for undergraduate and postgraduate courses:

1. All applications for special consideration must be **lodged online through myUNSW within 3 working days of the assessment** (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: <https://student.unsw.edu.au/special-consideration>
2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.
3. Applications will **not** be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.
4. Decisions and recommendations are only made by lecturers-in-charge (or by the Faculty Panel in the case of UG final exam special considerations), **not** by tutors.
5. Applying for special consideration **does not** automatically mean that you will be granted a supplementary exam or other concession.
6. Special consideration requests **do not allow** lecturers-in-charge to award students additional marks.

Business School policy on requests for special consideration for Final Exams in undergraduate courses:

The lecturer-in-charge will need to be satisfied on each of the following before supporting a request for special consideration:

1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.
2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require at least 45% in each assignment and meeting the obligation to have attended 80% of classes.
3. Does the student have a history of previous applications for special consideration? A history of previous applications may preclude a student from being granted special consideration.

Special consideration and the Final Exam in undergraduate courses:

Applications for special consideration in relation to the final exam are considered by a Business School Faculty panel to which lecturers-in-charge provide their recommendations for each request. If the Faculty panel grants a special consideration request, this will entitle the student to sit a supplementary examination. No other form of consideration will be granted. The following procedures will apply:

1. Supplementary exams will be scheduled centrally and will be held approximately two weeks after the formal examination period. The dates for Business School supplementary exams for Semester 2, 2015 are:
 - 8th December – exams for the School of Accounting
 - 9th December – exams for all Schools except Accounting and Economics
 - 10th December – exams for the School of EconomicsIf a student lodges a special consideration for the final exam, they are stating they will be available on the above dates. **Supplementary exams will not be held at any other time.**
2. Where a student is granted a supplementary examination as a result of a request for special consideration, the student's original exam (if completed) will be ignored and only the mark achieved in the supplementary examination will count towards the final grade. Failure to attend the supplementary exam will not entitle the student to have the original exam paper marked and may result in a zero mark for the final exam.

If you attend the regular final exam, you are extremely unlikely to be granted a supplementary exam. Hence if you are too ill to perform up to your normal standard in the regular final exam, you are strongly advised not to attend. However, granting of a supplementary exam in such cases is not automatic. You would still need to satisfy the criteria stated above.

The Business School's Special Consideration and Supplementary Examination Policy and Procedures for Final Exams for Undergraduate Courses is available at:

www.business.unsw.edu.au/Students-Site/Documents/supplementary_exam_procedures.pdf.

12 STUDENT RESOURCES AND SUPPORT

The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**
<https://www.business.unsw.edu.au/students/resources/learning-support>
The EDU provides academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 5584; Email: edu@unsw.edu.au.
- **Business Student Centre**
<https://www.business.unsw.edu.au/students/resources/student-centre>
Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.
- **Moodle eLearning Support**
For online help using Moodle, go to: <https://student.unsw.edu.au/moodle-support>. For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.
- **UNSW Learning Centre** www.lc.unsw.edu.au
Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.
- **Library training and search support services**
<http://info.library.unsw.edu.au/web/services/services.html>
- **IT Service Centre:** Provides technical support for problems logging in to websites, downloading documents etc. <https://www.it.unsw.edu.au/students/index.html> Office: UNSW Library Annexe (Ground floor). Ph: 9385 1333.
- **UNSW Counselling and Psychological Services**
<https://student.unsw.edu.au/wellbeing> Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: counselling@unsw.edu.au
- **Student Equity & Disabilities Unit** <http://www.studentequity.unsw.edu.au>
Provides advice regarding equity and diversity issues, and support for students who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: seadu@unsw.edu.au