**Assessment Brief**

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| ***Academic year and term:*** | *2019/20 – Semester Two* |
| ***Module title:*** | *Digital Marketing* |
| ***Module code:*** | [QAB020N517H](https://partnerships.moodle.roehampton.ac.uk/course/view.php?id=733) |
| ***Module Convener:*** |  |
| ***Learning outcomes assessed within this piece of work as agreed at the programme level meeting*** | ***Module learning outcomes:***  *1. Knowledge outcome – You will be able to develop understandings of digital marketing in a range of contexts and its value in creating competitive advantage for organisations.*  *2. Intellectual /transferable skills outcome – You will be able to present the findings of a digital media investigation you have identified in a professional manner through a variety of media in an acceptable format.* |
| ***Type of assessment:*** | *Written assignment – business report* |
| ***Assessment deadline:*** | ***Formative:*** *A draft plan (500 words) summarizing the key digital marketing strategies and technologies adopted by an organization of your choice to be submitted before 14.00 pm on (Week 7) (0%)*  ***Summative:*** *Individual Report Submission (2,500 words): to be submitted via Moodle Turnitin before 2pm on 30.07.2020 (Week 12) (100%)* |

**Formative Assessment – Draft Plan to be submitted before 14.00 pm on Week 7**

In order to allow some feedback on your work before you write the report there is a formative task to make sure you are engaging with good quality reading materials. There is an opportunity to do this task during the Independent Study Week as there are no classes that week. This must be your own work and the task requires you to complete some research for your assignment.

You are required to choose an organisation that utilise digital and social media marketing technologies and/or strategies to reach out to their target online consumer groups.

*Part 1:* Identify a company with a digital marketing strategy you will use for your summative assignment

*Part 2:* Choose one digital marketing technique that the firm currently uses in its digital campaign. Some choices could be, but not limited to:

1. Facebook
2. Twitter
3. Instagram
4. Banner advertisements
5. Use of websites
6. Augmented/Virtual reality
7. Search engine optimization
8. Email marketing
9. Pay-per-click advertising
10. Facial recognition marketing

*Part 3*: Identify TWO relevant journal article from the literature that discusses your digital marketing strategies from Part 2.

*Part 4*: Write 500 words on the strengths and weaknesses of that strategy in relation to how your company uses that strategy. For example, if your firm was EasyJet and digital marketing technique was Facebook, then you need to write about the strengths and weaknesses of Facebook related directly to how EasyJet uses it.

Please use the form below to complete your formative assessment. You will receive feedback on this task which will increase your understanding of how to find relevant academic sources, which you can use for your assignment. This exercise will also allow you to rehearse for referencing and citing a source in situ using the Harvard system.

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| Name: |  |
| Student number: |  |
| Name of firm |  |
| Name of digital marketing technology used |  |
| Article 1: Name of author, title, year and journal name |  |
| Article 2: Name of author, title, year and journal name |  |
| 500 words on strengths and weaknesses of strategy |  |

**Summative Assessment**

**Deadline**: **30.07.2020**

**Synopsis of assignment:**

For most organisations, digital marketing has become a critical platform for reaching out to different markets and consumer segments. The digital environment impacts all organisations and marketers have to respond appropriately by using effective digital marketing techniques to add value for customers and support organisational needs. In your role within the marketing function of an organisation of your choice, you are required to identify and recommend alternative digital marketing strategies and techniques that could potentially increase online revenue, and improve customer value and engagement with the chosen organisation. You should use relevant theory, tools, models, etc. from academic and professional sources to support your arguments where applicable.

Your assessment for this module takes the form of a **2500** **words** reportwhere youcritically evaluate the digital marketing strategies that are adopted by an organisation of your choice and discuss the implications of viable alternative options to increase online revenues and enhance customer experience and engagement.

You will choose ONE digital marketing platform/tool (eg. Facebook, twitter, linkedin, Instagram, pinterest, drone marketing, augmented reality, email marketing, banner advertisement, SEO, bots, etc.) that the firm currently uses, and critically analyse how the firm currently uses the platform, along with the platforms strengths and weaknesses. A review of the use of digital analytics will contribute to how success is measured. Finally, a detailed recommendation of modifications to the chosen marketing tool will be detailed.

**Requirements:**

1. **Introduction to your chosen organisation**

Your introduction can include some of the following information.

* Name, type and size of the organisation
* Range of products and services provided
* Customer base and target audience
* Main competitors
* Brief summary of current use of digital technologies for marketing
* Brief summary of how the organization currently uses digital marketing techniques to provide value to customers and improve retention rates

1. **Analysis of current tool**

Examine the strengths and weakness of the tool in relation to the company’s overall digital strategy.

1. **Use of Digital Analytics to measure success**

Evaluate the analytics methods that can be used to measure your chosen tools. There are a wide range of tools, so carefully choose ONE for discussion (eg. Google Analytics, Hootsuite, Watson Analytics, Hubspot, Mixpanel for mobile, in-house built system, etc). This includes a discussion of what specific metrics you will measure using these tools.

1. **Recommendations**

In-depth analysis of how the firm should proceed with a digital marketing campaign using this tool.

**Resit Assignment Details**

**Resit submission date:** *Please see the announcement on the Moodle site once the dates for resits are confirmed*

For students who are offered a resit you are required to improve and resubmit your original work as well as adding a further reflective commentary discussing what you have learned from the process. You must resubmit your work using the specific resit Turnitin link on Moodle.

You should:

1.      Review your previously submitted work and read carefully the feedback given by the marker.

2.      Use this feedback to help you revisit and rewrite your work, improving it in the areas identified as weak in the original marking process

3.      Include with your resubmission an additional reflective piece (500 words) on what you understand was weak, how you set about addressing this and what you have learned from this that may help you with further assignments. You should address the following specifically:

i) Identify tutor feedback points on your original work and identify where/how the resit work has changed (give page number) in response to feedback

ii) Identify the lessons you have learnt from doing the resit

iii) Reflect on how your feedback and this process will help you improve future assignments

If you did not submit work at the first opportunity you cannot reflect on your feedback. However, you are still required to submit a reflective piece in which you identify your reasons for non-submission, the implications of non-submission for your future success and how you propose to address this in the future. If you have issues with confidentiality of your reasons for non-submission then you could reflect on how you have met the learning outcomes for the module, how you can use what you have done on the module to support your future career and what skills/employability attributes you feel the module has helped you to develop.

If you were deferred at the first assessment opportunity you do not need to include the reflective piece as this is a first submission at a later date, not a resit.

The original marking criteria will still apply (see marking grid provided below) except that the 10% weighting for presentation will be awarded instead to your reflective piece.

**How will we support you with your assessment?**

* A dedicated briefing session on the assessment
* A dedicated seminar on improving report-writing
* Peer feedback on your draft plan
* Links to the assessment throughout your seminars
* Example assignments on Moodle
* FAQs on Moodle

**How will your work be assessed?**

Your work will be assessed by a subject expert who will use the assessment criteria provided in this assessment brief. When you access your marked work it is important that you reflect on the feedback so that you can use it to improve future assignments.

**Referencing**

You MUST use the **Harvard System**. The Harvard system is very easy to use once you become familiar with it.

**Assignment submissions**

The Business School requires a digital version of all assignment submissions. These must be submitted via Turnitin on the module’s Moodle site. They must be submitted as a Word file (not as a pdf) and must not include scanned in text or text boxes. They must be submitted by 2pm on the given date. For further general details on coursework preparation refer to the online information via StudentZone <http://studentzone.roehampton.ac.uk/howtostudy/index.html>.

**Mitigating circumstances/what to do if you cannot submit a piece of work or attend your presentation**

The University Mitigating Circumstances Policy can be found on the University website -  [Mitigatin](http://www.roehampton.ac.uk/uploadedFiles/Pages_Assets/PDFs_and_Word_Docs/Quality_and_Standards/Mitigat)g  [Circumstances Polic](http://www.roehampton.ac.uk/uploadedFiles/Pages_Assets/PDFs_and_Word_Docs/Quality_and_Standards/Mitigating%20circumstances%20policy%20August%202013.pdf)y

**Marking and feedback process**

Between you handing in your work and then receiving your feedback and marks within 20 days, there are a number of quality assurance processes that we go through to ensure that students receive marks which reflects their work. A brief summary is provided below.

* **Step One** – The module and marking team meet to agree standards, expectations and how feedback will be provided.
* **Step Two** – A subject expert will mark your work using the criteria provided in the assessment brief.
* **Step Three** – A moderation meeting takes place where all members of the teaching and marking team will review the marking of others to confirm whether they agree with the mark and feedback
* **Step Four** – Work at Levels 5 and 6 then goes to an external examiner who will review a sample of work to confirm that the marking between different staff is consistent and fair
* **Step Five –** Your mark and feedback is processed by the Office and made available to you.