**Assignment Checklist** Digital Marketing 2019-20

**1. Create a Wordpress site – for the purpose I have created a new google account / gmail and I will provide you with the passwords and login details. And you should create the WordPress Page with that account. Thank you!**

* Check that you can access your blog via the url
* Note: You must include the following disclaimer on your WordPress site:  
  *“This site and all of its content shown are for educational purposes only”*
* Ensure that the pages on your WordPress portfolio have a password, which you have provided to us on the submission template (*note: This is NOT the same as the username and password you have to get in to your site, this is the password you create for each page of the site, within the ‘pages’ menu option on WordPress- see WordPress help video on Blackboard*)
* You are strongly advised to check your completed work against the Grading Matrix to ensure have completed all areas required.

**2. Google Garage**

* Create a page on your WordPress site for Google Garage:

- Tutorial provided from the module leader: How to add a page in Wordpress <https://ithemes.com/tutorials/how-to-add-page-in-wordpress/>

* Upload a screenshot of your Google Garage certificate with your name and the date it was completed. – Dear Writer, I am finishing my Google garage tests and I will shortly provide screenshots for the **certificate** and badges once completed
* Display a log of badges being completed through screenshots and a brief bullet points of what each badge covered.

*Optional – see grading matrix for bonus material in relation to each grade band criteria*

* Screenshots of least 5 bonus material badges being completed, with brief sentence/bullet points. – I will additionally send badges as well

**3. Add a fully functional, named, chatbot for a chosen business category/ industry *(e.g.   
 clothing, technology, food and drink, etc.).* - the ChatBot needs to be for an online bookstore/bookshop**

Create a page on your Wordpress site for Chatbot information.

* On the Chatbot page add documentation of the design, development and testing process:

- you will need to include:

* A chatbot design
* Screenshots of the development process
* A fully functional chatbot
* A test plan with completed tests
* 230-word (approx.) justification
* Attach the finished chatbot to your WordPress site via the Snatchbot plugin.
* Add the justification your choices of chatbot functionality and how this technology could enhance the business (e.g. performance and/or service delivery) (approximately 230 words).

**4. Add a Contact Form to your WordPress site**

* Create a page on your WordPress site for the contact form. You will need to set up a ‘contact’ page on your WordPress site and make sure that you include this page within your menu

[**https://www.youtube.com/watch?v=7sImAV42vFM**](https://www.youtube.com/watch?v=7sImAV42vFM) **-** [**Installing a Contact Form in WordPress**](https://www.youtube.com/watch?v=7sImAV42vFM) **-** provided by the Tutor

* The contact form should be based on the same business category chosen for your Chatbot. – for a Bookstore
* The chatbot must be included into the ‘contact’ page of your WordPress site, using the Contact Form 7 shortcode. – I have attached a word file named “Contact form 7” with detailed explanation how to do that.
* The contact form must have appropriate and relevant fields included.

You will need to add more fields in to the contact form than what the basic plugin gives you. - **At least 3 more fields** according to the Grading Matrix

* It needs to have fields (options) that make sense to the use, like a dropdown menu where they can pick ‘delivery’ ‘returns’ ‘other’

**5. Write 300 words -** Choose ONE topic from one lecture given in semester 2 (e.g. crowdsourcing, artificial intelligence,)

Briefly analyse how the chosen topic can enhance/impact a company’s performance and/or strategic plans

(approximately 280 words). *Note: you do not need to pick a specific company****.***

**Think about the strengths and weaknesses of using the chosen topic –** ARTIFICIAL INTELIGENCE in my case - **for a company. How would it help the company, or perhaps hinder the company? To analyse, try to look at both sides (how it could benefit but also the negative threat)**

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***!Harvard style Referencing, thank you.***

Grading Matrix ON THE FOLLOWING PAGE! – It is important to be read

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| --- | --- | --- | --- | --- | --- | --- |
|  | **Student Number:** | **Academic Year and Semester:** S2 | | **Learning Outcomes:** | | |
|  | **Module Code/Title:**  Digital | **Assignment No** | |
|  | **Occurrence:** | **Assessment Title:** Practical | |
|  | **Assessment Criteria** | | | | | |
| GRADE | **Successful completion and showcasing of the Google Certificate** | **Design, implementation and testing of artificial conversation entities (chatbot)** | | **Application and embedment of Contact form** | **Analysis of technology topic** | **Presentation, research and academic referencing** |
| A | Evidence of successful completion of all the badges to achieve the Google Certificate and at least 5 bonus material badges being completed. This will include a log of all the badges gained throughout the weeks and the certificate will have a name and date attached. | Named and fully functional chatbot embedded on the contact page of the WordPress site. The chatbot has been designed and implemented for a specific and appropriate business category in mind.  The chatbot has been thoroughly designed for heightened user experience and advanced functionality. The chatbot provides a suitable and creative introduction to lead a conversation and the conversational interactions offer specific help to the user. Secondary level conversation is implemented. The chatbot has been thoroughly tested. | | A contact form has been embedded into the WordPress site on a contact page and has at least 3 additional fields to the template provided. These fields are appropriate to the business category and are functional. Easy for users/customers to use. | Comprehensive identification and analysis of how the chosen technology (your chosen topic) could be impact a company’s performance and/or strategic plans. This has been supported with relevant and up-to-date research throughout. | Expression of ideas and presentation is excellent, with a comprehensive and coherent structure throughout the WordPress site.  The analysis demonstrates a breadth and depth of up-to-date reading that goes beyond the module reading list and enables a coherent argument to be formed. Writing is persuasive, coherent and synthesised throughout.  Harvard method consistently used for all references and citations |
| B | Evidence of successful completion of all the badges to achieve the Google Certificate and at least 4 bonus material badges being completed. This will include a log of most badges gained throughout the weeks and the certificate will have a name and date attached. | Named and mostly functional chatbot embedded on the contact page of the WordPress site. The chatbot has been designed and implemented for an appropriate business category in mind.  The chatbot has been logically designed for heightened user experience and functionality but further consideration may be needed. The chatbot provides a suitable introduction to lead a conversation and the conversational interactions offer mostly specific help to the user. The chatbot has been clearly and logically tested but there may be minor errors. | | A contact form has been embedded into the WordPress site on a contact page and has an additional 2+ fields to the template provided. These fields are mostly appropriate to the business category and are mostly functional. Mostly easy for users/customers to use. | Clear and logical identification and analysis of how the chosen technology (your chosen topic) could be impact a company’s performance and/or strategic plans. This has been supported with relevant and mostly up-to-date research, but further supporting evidence could have been given. | Expression of ideas and presentation is very good, with a clear and logical structure throughout the WordPress site.  The analysis demonstrates a breadth of mostly up-to-date reading that mostly goes beyond the module reading list and enables an argument to be formed. Writing is coherent and synthesised throughout.  Harvard method used mostly consistently for all references. |
| C | Evidence of successful completion of all the badges to achieve the Google Certificate. This will include a log of many of the badges being gained throughout the weeks and the certificate will have a name and date attached. 1 bonus material badge may have been completed. | Named and somewhat functional chatbot embedded on the contact page of the WordPress site. The chatbot has been designed and implemented for a business category in mind.  The chatbot has been briefly designed for heightened user experience and functionality but further consideration and design is needed. The chatbot provides an introduction but it may not be entirely suitable, and the conversational interactions offer some help to the user. The chatbot has been somewhat tested but there are errors. | | A contact form has been embedded into the WordPress site on a contact page and has an additional 1+ fields to the template provided. The fields are somewhat appropriate to the business category and are somewhat functional. Some fields may not have suitable naming for ease of use. | Some identification and analysis of how the chosen technology (your chosen topic) could be impact a company’s performance and/or strategic plans, though this is more of a description. This has been supported with some research, but some research may have been dated and further supporting evidence could have been given. | Expression of ideas and presentation is good, with a somewhat clear and logical structure throughout the WordPress site.  The analysis demonstrates some breadth of reading that is somewhat up-to-date and goes beyond the module reading list, to enable a satisfactory argument to be formed. Writing is fairly coherent throughout.  Harvard method used for most references and is mostly consistent. |
| D | Evidence of completing of 80 -99% of the Google Certificate badges, but not achieving the Google Certificate. This will include a log of those badges that have been achieved. | A briefly functional chatbot is embedded on the contact page of the WordPress site. The chatbot has been designed and implemented but may not have been designed for an appropriate business category in mind.  The chatbot has been designed to a very basic standard and may not accomplish heightened user experience and functionality and further design consideration is needed. The chatbot provides basic interaction with the user, but these may not be helpful.  The chatbot has been tested to a basic standard but there are errors throughout. | | A contact form has been embedded into the WordPress site on a contact page but does not have any functioning additional fields. | A limited identification and description of how the chosen technology (your chosen topic) could be impact a company’s performance and/or strategic plans. This has been supported with basic research, but the research may have been outdated and further supporting evidence was needed. | Expression of ideas and presentation is satisfactory, but the structure would benefit from further consideration.    The analysis demonstrates minimal breadth of reading that is slightly up-to-date and goes a little beyond the module reading list, to enable a superficial argument to be formed. Writing is inconsistent in places.  Harvard method used for most references but may be inconsistent. |
| Fail (E-H) | Evidence of completing less than 80% of the Google Certificate badges, but not achieving the Google Certificate. This should include a log of any badges achieved. | Missing or not functional chatbot. | | Missing or not functional contact form | Limited or missing discussion of chosen technology topic. | Expression of ideas and presentation is poor and is incomprehensive and incoherent throughout. Poor/no structure to WordPress site.  The analysis demonstrates very limited/no breadth of reading that is and hardly/doesn’t go beyond the module reading list. Writing is incoherent. References are poorly/inconsistently presented. |
|  | **General comment** | | | | | |
|  | **What you can do better in future assignments:** | | | | | |
|  | **How successful completion of this assignment helps your employability:** | | | | | |
|  | **Assignment Grade:** | **Marker:** | **Moderator\***: | |  |  |