

Global MBA- March 2020

Module: Digital Marketing Management-Marketing Pathway

Assignment Title: Global Marketing Management Solution
Assignment Type: Group report

Word Limit: 3000

Weighting: 100%

Issue Date:

Submission Date: Due date to be 5 weeks after the issue date no later than 23:59 latest on Canvas

Issued by: Ben Botes

Internal Verifier: Dr. Alexandra Gray

Plagiarism:

When submitting work for assessment, students should be aware of the BSBI guidance and regulations in concerning plagiarism. All submissions should be your own, original work.

You must submit an electronic copy of your work on Canvas. Your submission will be electronically checked.

Learner declaration

I certify that the work submitted for this assignment is my own and research sources are fully acknowledged.

Student signature:

Date:

Harvard Referencing:

The Harvard Referencing System must be used. The Wikipedia website must **not** be referenced in your work.

Learning Outcomes:

On successful completion of this assignment you will be able to:

1. Critically assess the main approaches to Internet Marketing and E-Promotion
2. Identify and appraise changes in marketing brought about by digital marketing and analyse their effects and marketing strategies
3. Demonstrate a critical understanding of new age and digital marketing tools and discuss the means of deploying the tools
4. Identify new age and digital marketing tools and design digital and new age marketing campaigns using these tools
5. Develop their knowledge of companies that have successfully used and implemented e-Marketing Strategies

Grading Criteria:

Postgraduate Grading Criteria for this assignment is available at the end of this document.

Assignment Task

Scenario

You and your colleagues have recently been appointed as the digital marketing team an online University. The university has recently identified Sub-Saharan Africa as a potential growth market from where to attract new students.

Your knowledge of social networks, content marketing, search marketing and other contemporary, low cost digital marketing methods was the key motivation behind your appointment to the team.

Create, with justification, an online marketing strategy with the purpose of driving traffic to your website, generating interest from potential students and producing leads which can be followed up by your sales team. Critically referring to relevant academic models, write a report with justification for your marketing choices. The report should include recommendations for further the use of modern-day digital marketing approaches linked to aims, objectives. The report should contain evidence of clear tactics planned as well as planning for the relevant resources and capabilities needed, a timeline over which the promotional campaigns will happen and clear KPI's against which you will be measuring your success.

Detailed Task Guidance:

1. This is an academic report and there needs to be clear evidence that the theoretical subject matter is understood and was integrated within the practical elements of the task.

A recommended structure for your report will be as bellow:

1. Executive Summary
2. Page Index
3. Introduction
4. Company background
5. Key Findings
6. Recommendations
7. Conclusion
8. Bibliography
9. Appendices

Key issues that will be taken into consideration are:

- Presentation and Style
- Evidence of Reading / Application of Theory
- Discussion of Topic
- Use of Applied Examples in Context
- Recommendations and Conclusion

Grading Criteria

Criteria	Weighting 100%	70%-100% (Distinction)	60-69% (Merit)	50-59% (Pass)	0-49% (Fail)
Generic skills: communication and presentation.		Comprehensive and correctly structured assessment. Style of writing is very fluent and develops a coherent and logical argument. Excellent referencing.	Well-structured report which follows appropriate format but some aspects of layout and referencing could be improved. Style of writing is fairly fluent. Good referencing.	Good report in most aspects but suffers from variations in quality and the layout contains some inadequacies. Style of writing is satisfactory. Referencing needs improving.	Very poor report which is incorrectly structured and contains major errors and omissions. Style of writing lacks coherence and fluency. Poor referencing.
Knowledge & Understanding		Demonstrates excellent knowledge of theory and provides critical theoretical underpinning. Very good interpretations and summarising of main themes.	Wide range of knowledge demonstrated and evidence of good understanding of the topic. Ability to interpret and summarise succinctly.	Good range of knowledge demonstrated but weaknesses in key areas. Some understanding displayed of the topic. Summary and interpretation are satisfactory.	Very poor range of knowledge demonstrated and there are major weaknesses evident in interpretation and understanding. No clear interpretation of main themes.
Analysis		Excellent use of theoretical and conceptual models to guide analysis linked with a critical discussion of main themes. Deconstructs the major themes used in the argument.	Very good use of the theoretical and conceptual models with good critical discussion and application. Good evidence of deconstruction.	Use of theory and concepts limited but relevant. Application could be improved and there is a tendency towards description. Must provide more evidence of deconstruction.	Very poor use of theory and very little application of concepts. Very little description with not much evidence of analysis.
Synthesis/ Creativity/ Application		Logical presentation of themes with appropriate examples being demonstrated. Very good demonstration of synthesis. Models have been clearly applied to the argument.	Very good account of main themes with sound application. Good attempt at applying models to the argument. Fairly good attempt at synthesising the salient points.	Good account of main themes with some attempt at application. Limited evidence of synthesis.	Very poor account of main themes with little or no application. No links between models and argument.

Evaluation	Shows clear evidence of in-depth critical reflection and evaluation of the argument by providing a robust defence of the opinions presented in the assessment.	Shows evidence of critical reflection and evaluation and a fairly cohesive defence of the argument	Shows some evidence of critical reflection but could have been developed.	Shows little or no evidence of critical reflection and needs to be much more developed. There is no defence of the opinions presented.
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