



**Assignment Title: Creating Digital Marketing Strategies Assessment**

**Module Name: Digital Marketing Strategies**

**Learning Outcomes:** Upon completion of this assessment, students should demonstrate proficiency in the following learning outcomes:

1. Understanding Digital Marketing Channels
2. SEO and Content Marketing
3. Social Media Marketing Strategies
4. Email Marketing and Automation
5. Analytics and Data-driven Decision Making
6. Mobile Marketing
7. Conversion Rate Optimization

---

**Assessment Description:** This assessment requires students to develop a comprehensive digital marketing strategy for a fictional business or product. Students will need to apply their knowledge of various digital marketing channels and techniques to create a cohesive and effective strategy. The assessment will assess their ability to integrate concepts from the module into a practical plan.

**Assessment Instructions:**

- Choose a fictional business or product.
- Develop a digital marketing strategy that includes all the components mentioned in the learning outcomes.
- Provide detailed explanations and justifications for your strategy.
- Use real-world examples and case studies to support your recommendations.
- Include a reflection on potential challenges and how to overcome them.
- Submit the assignment as an MS Word file on UeCampus LMS

**Word Count or Length:**

The assignment should be 3500 words in length, excluding the cover page, index page, and references.

**Assessment Weighting:**

This assessment carries a weightage of 100% towards the final grade.

**Assessment Criteria/Rubric:**

-----

	<b>Distinction</b>	<b>Good</b>	<b>Pass</b>	<b>Fail</b>
--	--------------------	-------------	-------------	-------------

	<b>D</b> istinction	<b>G</b> ood	<b>F</b> air	<b>P</b> oor
<b>Criteria</b>	91-100	71-90	50-70	0-49
<b>Content</b>	Thorough synthesis; substantial original thought which demonstrates a deep understanding of the subject matter.	Thorough critical synthesis with original thought.	The main ideas are described with evidence of evaluation and some original thinking is included.	Insufficient information or containing irrelevant information to the topic.
<b>Application of Theory and Literature</b>	Expertly applies theory and integrates relevant literature to support ideas and concepts.	Clear, relevant theory application with full integration of supporting literature.	Satisfactory application of theory with the utilization of literature to substantiate ideas and concepts.	Little or no evidence of applying theory and relevant literature.
<b>Knowledge and Understanding</b>	Thorough exploration beyond fundamental concepts and principles.	The individual possesses extensive knowledge and a deep understanding of the fundamental principles and concepts.	The learner demonstrates a fundamental understanding of essential concepts and principles.	There is minimal or no demonstration of knowledge or comprehension of fundamental concepts and principles.
<b>Presentation and Writing Skills</b>	Polished, coherent, error-free presentation surpassing expected level with logical structure and syntax.	Clear, coherent and error-free presentation demonstrating mastery at this level.	Systematic and organized presentation with minor mistakes or omissions in mechanics and syntax.	The presentation lacks cohesion and logic, containing significant errors that impede the communication of meaning.
<b>Referencing</b>	Sophisticated application of in-text citation and referencing.	The attainment of expertise in the use of in-text citation and referencing.	Basic proficiency in in-text citation and referencing.	There is little or no evidence of proper referencing or the use of sources.

**Instructor's Comments**

<b>Total Score</b>		<b>Grade</b>	

**Instructions:**

- 1) Circle one box for each criterion to reflect the student's performance.
- 2) Provide feedback for each criterion in the "Instructor's comments" row.
- 3) Calculate the final mark by dividing the total score by 5.

<b>Marking and Grading</b>	<b>Grade</b>			
	<b>Distinction</b>	<b>Good</b>	<b>Pass</b>	<b>Fail</b>
<b>Score Range</b>	91-100	71-90	50-70	0-49

<b>Criteria</b>	<b>Score</b>
Content	66
Application of Theory and Literature	70
Knowledge and Understanding	68

Presentation/Writing Skills	59
Referencing	77
<b>Total Score</b>	340 / 5 = 68 - Pass

**Referencing and Citation Style:** Harvard Referencing Style

**Academic Integrity and Plagiarism:** Plagiarism will not be tolerated. The maximum tolerance level for similarity is 15%, with no single source contributing more than 5%. Do not copy from other students' work or assignment-helping websites such as ukessays.com, etc.

**Submission Format:** Submit your assignment as an MS Word file on U eCampus LMS.

**Contact Information:** For any questions or clarifications, please contact [Support@uecampus.com](mailto:Support@uecampus.com)

**Special Instructions:** Please adhere to the following special instructions:

1. Create a cover page with the assignment title, title of the course and student name.
2. Use Calibri Font, with a font size of 12, and maintain a line spacing of 1.
3. Include an index/Table of Contents page.
4. Provide a References page at the end of the assignment for all sources cited.