

**Assessment Item 3: E-Marketing Plan - Assessment Criteria**

<b>Criteria</b>	<b>HD (80 -100)</b>	<b>DN (70 – 79)</b>	<b>CR (60 – 69)</b>	<b>PP (50 – 59)</b>	<b>NN (0 – 49)</b>
<b>Identify and critically analyse the proposed digital business model (including revenue model) (8 points)</b>	The model identified is highly relevant and analysed comprehensively	The model identified is mostly relevant and analysed comprehensively	The model identified is moderately relevant and analysed logically and comprehensively a moderate level.	The model identified is only partially relevant and analysed at a partially logical and comprehensive level.	The model identified are not relevant and/or are not analysed logically and/or comprehensively.
<b>Identify and critically analyse the core value proposition of the proposed product/solutions (6 points)</b>	The proposed CVP are thoroughly and clearly explained and logically sound.	The CVP identified are mostly explained and logically sound.	The CVP identified are moderately explained and logically sound.	The CVP identified are partially explained and logically sound.	The CVP identified are not properly explained and has little logic.
<b>Customer Analysis and “gap” analysis (6 points)</b>	The customer analysis are all logical and linked to the “gap” which reinforce the CVP.	The customer analysis are mostly logical and linked to the “gap” which reinforce the CVP.	The customer analysis are moderately logical and linked to the “gap” which somewhat reinforce the CVP.	The customer analysis are partially logical and linked to the “gap” which somewhat reinforce the CVP.	The customer analysis are not logical and it did not link to the “gap” which do not reinforce the CVP.
<b>Marketing strategies (6 points)</b>	The strategies explain a detailed, logical, and relevant mix of digital communications media campaign schedule with a realistic budget	The strategies explain a mainly detailed, logical, and relevant mix of digital communications media campaign schedule with a realistic budget	The strategies explain a moderately detailed, logical, and relevant mix of digital communications media campaign schedule	The strategies explain a partially detailed, logical, and relevant mix of digital communications media campaign schedule	The strategies do not explain a detailed, logical, and relevant mix of digital communications media campaign schedule
<b>Industry and Competitor Analysis (4 points)</b>	Excellent summary of the industry related factors and thorough analysis of the direct/indirect competitors	Good summary of the industry related factors and thorough analysis of the direct/indirect competitors	Satisfactory summary of the industry related factors and thorough analysis of the direct/indirect competitors	Poor summary of the industry related factors and thorough analysis of the direct/indirect competitors	Very poor summary of the industry related factors and thorough analysis of the direct/indirect competitors

<b>Evaluation and control (4 points)</b>	The control mechanisms thoroughly specify the relevant and logical metrics to measure the digital marketing performance	The control mechanisms specify the relevant and logical metrics to measure the digital marketing performance at a high but not thorough level	The control mechanisms specify the relevant and logical metrics to measure the digital marketing performance at a moderate level	The control mechanisms partially specify the relevant and logical metrics to measure the digital marketing performance	The control mechanisms do not specify the relevant and logical metrics to measure the digital marketing performance
<b>Apply relevant theory to the identification of issues and recommendation of solution(s) (1 point)</b>	The issues identified and the recommended solutions are clearly and logically linked to the relevant theory at a comprehensive level	The issues identified and the recommended solutions are clearly and logically linked to the relevant theory at a high but not comprehensive level	The issues identified and the recommended solutions are clearly and logically linked to the relevant theory at a moderate level	The issues identified and the recommended solutions are linked to the relevant theory at a partially clear and logical level	The issues identified and the recommended solutions are not clearly and logically linked to the relevant theory
<b>Write using academic language, adhering to Harvard referencing style (5 points)</b>	Thoroughly logical, coherent, and concise structure and arguments, presented in academic language, citing all of the sources accurately.	Mainly logical, coherent, and concise structure and arguments, mostly presented in academic language, citing most of the sources accurately.	Moderately logical, coherent, and concise structure and arguments, presented in moderately academic language, citing some of the sources accurately.	Partially logical, coherent, and concise structure and arguments, partially presented in academic language, citing few of the sources accurately.	Poor structure and arguments, not presented in academic language, failing to cite the sources accurately.
	<p><b>Overall grade /100</b></p> <p><b>Conversion to assessment weighting: /40</b></p> <p style="text-align: right;"><b>Lecturer:</b></p>				