

Assessment Guide

Assessment Overview

This course has three assessment pieces:

- Social Media Marketing Campaign Part A (25%)
- Social Media Marketing Campaign Part B (45%)
- Digital Marketing Accreditation Reflection (30%)

The purpose of these assignments is to not only build social media marketing knowledge but also to develop practical skills for a career in (or with) social media.

Make sure you read all the assignment tips and notes within this guide as they contain important information about each of the sections of the assignments. See Blackboard for **Frequently Asked Questions (FAQs)**.

Please note: The FAQs must be reviewed prior to emailing with assessment questions.

Each assessment piece has a rating for how challenging it is and how long it may take to complete. The more **coloured stars**, the more challenging or time consuming it may be.

Task Difficulty
Time Commitment



Assignment Tips & Notes

You will also find assessment tips and notes in these 'sticky notes'.

These may be general tips or may relate to the specific sections.

More tips are available in the **Frequently Asked Questions** on Blackboard.

Social Media Marketing Campaign Part B (45%)

Requirements: 8 pages* (does not include +/- 10%), 12pt font, consistent font style, 1.5 line spacing, 2.54cm margins (all), title page (not included in page count), consistent referencing style (in-text and reference list), professional format/layout. Use paragraphs rather than dot points. Only include required appendices.

Report Sections:

Title page

1. Campaign Background (Part A Sections)
2. Social Media Strategy
3. Scheduling
4. Budget
5. Metrics and Measurement
6. Other Considerations

References

Appendices (Only those required in the guidelines)

Notes: The title page, references and appendices are not included in the page count. Any (academic) referencing style can be used as long as it is used consistently.

*Part A sections are included in the page count.

Task Difficulty



Time Commitment



Social Media Marketing Campaign Part B (45%)

*Title Page

There are no specific requirements for the title page. Any report title page is fine provided it meets the professionalism criteria.

Campaign Background (4 marks)

This set of sections must include the Part A sections (the same or revised - see the notes):

- **Company Background:** the type of company and their broad communication objectives.
NOTE: The examples of social media marketing included in Part A must be removed from the appendices and replaced with your own designs (see section requirements for the Social Media Strategy section)
- **Situation Analysis:** an internal and external analysis of the chosen company, and a SWOT analysis based on the internal and external analysis.
NOTE: The SWOT table/figure (whether the same or updated) must be included in the appendices. (See appendix requirements).
- **Campaign Objectives:** At least one objective for the social media marketing campaign you are developing for the company, using the SMART framework.
- **Target Audience Profile:** the specific and identifiable target audience and evidence-based consumer insights for that target audience, and based on these, a target audience profile.
NOTE: the target audience profile (whether the same or updated) must be included in the appendices (See appendix requirements).

Assignment Tips

Changing your company is not recommended.

The Part A sections are included in Part B and will need to be rewritten if changed. The grader feedback will also be for the initial company. It is your choice if you change companies.

Assignment Notes

Revise Part A sections.

- You can make as few or as many changes to the Part A sections as you would like before including them in Part B, it's up to you.
- If your marker has given specific guidance on how to improve, it's a good idea to revise it.

Social Media Marketing Campaign Part B (45%)

Social Media Strategy (15 marks)

The purpose of this section is to determine the most appropriate **strategic decisions** for the social media marketing campaign.

This section must include:

- Identification, discussion and justification of the most appropriate **zone of social media** for your specific social media marketing campaign.
- Identification, discussion and justification of **two vehicles (channels)**, within the chosen zone, for social media postings.
- Discussion and justification of the **best content** for each of the two chosen vehicles with reference to at least one specific tactic (one tactic total is fine or one per vehicle). A brief content strategy document must be included as an appendix.
- Discussion of the **specific creative decisions** for each of the two chosen vehicles. Specifically, what will the posts look (and/or sound) like? What creative decisions will be made? One post (or other type of content)* will need to be made for each of the vehicles - these two must be included as appendices.

*This means you must create **two posts in total** to be included in the appendices. The posts need to be for different vehicles (**two vehicles in total; one post each**).

This is arguably the most important part of the assignment, and has the highest mark allocation.

Think carefully about it!

Assignment Tips

Zones of social media:

Remember, each zone has its own aims. If you choose more than one zone, you will need to justify why this is most appropriate for the client and campaign objective(s).

Keep it simple!

Assignment Notes

The purpose of the assignment is for you to **use what you have learned** over this semester to **make your own decisions**.

We need to be able to determine how you are able to do this so **can't tell you which theories or weeks to use.**

Social Media Marketing Campaign Part B (45%)

Scheduling (5 marks)

This section must provide details of the **scheduling** decisions that will be made and why these are the most appropriate for the campaign.

This section must include:

- A brief discussion of what the campaign will involve regarding scheduling. This discussion should make reference to the **quantity** (i.e. how many) and **frequency** (i.e. how often) of posts, with justification of decision (tip: think about the objectives of the campaign).
- A simple **content calendar** to be included in the appendices (see requirements).

Assignment Tips

Daily, weekly or monthly?

Some campaigns might be shorter or longer and may have more or less frequent postings.

Your content calendar may be daily, weekly or monthly depending on **what makes sense** for your strategic decisions.

Budget (5 marks)

This section must provide details of the **proposed costs** and **budget** decisions that will be made and why these are the most relevant/appropriate to for the campaign.

This section must include:

- A brief discussion of the **types of costs** that will be considered in the campaign, with specific examples of the types relevant to the campaign.
- An **estimation of the costs** of these specific types. The estimates must be evidence-based and sources used must be referenced.
- A **simple budget** that includes the estimates. The budget must include a total estimate for the campaign. The budget table/figure must be included in the appendices.

Assignment Notes

Estimations of costs

The cost estimations and budget must be based on **secondary sources**. That means research must be done to determine the potential budget that would need to be allocated to the campaign. How many sources depends on the **quality of the source**.

Social Media Marketing Campaign Part B (45%)

Metrics and Measurement (5 marks)

This section must include details of **campaign measurement**.

- The **Key Performance Indicators (KPIs)** that will be set to assess the campaigns, and justification of why these are the most appropriate for the specific campaign.
- Any **other metrics**, other than those that relate to the KPIs, that you will measure as part of the campaign.
- Details of the **processes of measurement**: how the metrics will be measured and how the measured numbers will be assessed (i.e. bench marks, comparisons, etc).

Assignment Notes

Using dot points

This guide specifies that the main points of sections should not use dot points. You can, however, use **dot points for lists** (e.g. metrics) if it is appropriate for your section layout. Only this use of dot points (for lists) is acceptable; not for main section points.

Other Considerations (4 marks)

This section must include **at least two other considerations**.

- The first consideration must relate to **legislative and/or regulatory aspects** of social media marketing campaigns, and be relevant to this specific campaign.
- The second consideration can be **any other consideration** that is relevant to the specific campaign. The consideration cannot be one that relates to any of the other sections of this report, even if it was not mentioned in that section.

Assignment Tips

Other considerations

Think about something else you may need to consider when developing and/or running a social media marketing campaign, that does not relate to any of the sections required in these guidelines. This 'something' should be **well thought-out**.

Additional considerations can be included but only two are required.

Social Media Marketing Campaign Part B (45%)

*References

There are no minimum or maximum requirements for the amount of references. Some references will be needed (e.g. insights, budget, etc.), how many are included depend on the section and the quality of the source (and the information it provides).

Any (academic) referencing style is fine, provided it is used consistently.

Appendices (5 marks)

Only appendices that have been identified as required in the guidelines should be included. No other appendices are allowed.

The following appendices are required:

- SWOT analysis table/figure (From Part A - can be the same or updated)
- Target audience profile (From Part A - can be the same or updated)
- Basic content strategy document
- Two posts (or other content) that you have created
NOTE: If these are not in English, an exact translation must be included in addition to the created posts
- Basic content calendar
- Simple budget with approximate costs

*Formatting, Referencing and Communication (2 marks)

The report needs to adhere to the 8-page maximum and have good formatting, referencing and communication (see the marking rubric).

See [Frequently Asked Questions \(FAQs\)](#) on Blackboard for more details.

