



Assessment 3 Information

Subject Code:	MBA631
Subject Name:	Digital Marketing and Communication
Assessment Title	Integrated Digital Marketing Plan
Assessment Type:	Individual written report
Length:	2500 words (+/- 10% allowable range)
Weighting:	40%
Total Marks:	100
Submission:	Online
Due Date:	Week 13

Your task

Using the same company that you were assigned with in the first assessment, individually, you are required to prepare an Integrated Digital Marketing (IDM) plan and present it as a 2000 word report. **Please note that if you focus on any other company than the one your workshop facilitator provides at the beginning of this subject, your submission will receive a grade of zero.**

Assessment Description

In this assessment, students will be given the opportunity to create strategies on how to overcome risks in digital marketing and communication. There will also be an opportunity to plan, implement and evaluate digital marketing strategies as a standalone strategy and integrate them with more traditional marketing strategies. In addition, students will be given an opportunity to compare e-marketing with traditional and blended methods to identify future opportunities for business growth.

Assessment Instructions

Using the findings from your first assessment, you are required to review the company's digital marketing problems by developing an Integrated Digital Marketing (IDM) plan in an attempt to solve these problems with the use of digital marketing knowledge you have learned from this subject.

Your key objective is to integrate your subject knowledge by focusing on the set of digital marketing models and frameworks, strategies and tactics, to generate a personalised and successful IDM plan for your company. Your plan must attempt to raise awareness and generate interest in your company's product/service to a target segment. You must include tools to monitor your campaign and to measure its digital impact, e.g., YouTube subscribers, Instagram likes, Facebook comments, Twitter retweets, blog mentions, and so on. The recommendations provided should showcase your creativity while still being feasible. Your digital marketing plan report should follow the format below:

- 1) Introduction (Approximately 400 words)
 - a. concisely describe your company's current business mission, strategy and operations, the industry in which the company operates, industry trends, major competitions, client strengths and weaknesses in relation to major competitors, macro-environmental threats and opportunities, and current digital presence.

b. Describe the company's marketing strategy in terms of current product/service offerings, the target markets to which these are directed, customer segments and value propositions, and the product/service positioning strategies being used to deliver the value propositions to its customer segments.

2) Integrated (traditional + digital) Marketing Strategy (Approximately 400 words)

Based on 1a and 1b points above, identify the primary marketing challenges (justified by the audit from the first assessment) being faced by the company and any recommendations you may have about how these could be addressed.

Summarise your justification for changing your company's marketing strategy to achieve digital integration by re-targeting marketing efforts, re-defining customer segments, re-positioning product/service offerings, and/or changing value propositions. Identify specific changes being proposed in product, price, channel and promotion strategies through digital transformation.

3) Digital Marketing Plan (Approximately 1200 words)

Describe your proposed digital marketing plan in detail. Then, for each item or activity listed, discuss how it will help the company achieve the recommended marketing strategy, address the marketing challenges you've identified, and capitalise on any new digital marketing opportunities related to these challenges.

In describing the digital assets/platforms, e.g., tools, you believe the company should implement in their strategy, please bear in mind that not all digital platforms discussed across the trimester need to be implemented. Therefore, only use the ones you believe are directly related to the company and the ones you see as the best tools to help the company to achieve its objectives and digital integration. Use your judgement in selecting the digital platforms and include making selections from items covered in the subject, including but not limited to:

- SEO/Analytics;
- Social Media Marketing, e.g., Facebook advertising;
- Social Media, e.g., creation of a Facebook fan page;
- Mobile Marketing;
- Email Marketing;
- Content Marketing; and
- Any of the trends highlighted in the second assessment.

4) Concluding statement (Approximately 500 words)

Use this section to summarise the highlights of your digital marketing plan.

5) Reference List (Not included in the word limit of your submission).

You are required to use at least 10 sources of information and reference these in accordance with the Kaplan Harvard Referencing Style. These may include websites, government publications, industry reports, census data, journal articles, and newspaper articles. These sources should be presented as in-text citations and a reference list at the end of your report.

Assessment Submission

This file must be submitted as a 'Word' document to avoid any technical issues that may occur from an incorrect file format upload. Uploaded files with a virus will not be considered as a legitimate submission. MyKBS will notify you if there is an issue with the submitted file. In this case, you must contact your workshop facilitator via email and provide a brief description of the problem and a screenshot of the MyKBS error message. You are also encouraged to submit your work well before the deadline to avoid any possible delay involving the Turnitin similarity report or any other technical difficulties.

Late assignment submission penalties

Penalties will be imposed on late assignment submissions in accordance with Kaplan Business School "late assignment submission penalties" policy.

Number of days	Penalty
1* - 9 days	5% per day for each calendar day late deducted from the total marks available
10 - 14 days	50% deducted from the total marks available.
After 14 days	Assignments that are submitted more than 14 calendar days after the due date will not be accepted, and the student will receive a mark of zero for the assignment(s).
Note	Notwithstanding the above penalty rules, assignments will also be given a mark of zero if they are submitted after assignments have been returned to students

* Assignments submitted at any stage within the first 24 hours after the deadline will be considered to be one day late and therefore subject to the associated penalty

For more information, please read the full policy via: <https://www.kbs.edu.au/about-us/school-policies>.

Important Study Information

Academic Integrity Policy

KBS values **academic integrity**. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Academic Integrity and Conduct Policy.

What is academic integrity and misconduct?

What are the penalties for academic misconduct?

What are the late penalties?

How can I appeal my grade?

Click here for answers to these questions:

[http://www.kbs.edu.au/current-students/student-policies/.](http://www.kbs.edu.au/current-students/student-policies/)

Word Limits for Written Assessments

Submissions that exceed the time limit by more than 10% will cease to be marked from the point at which that limit is exceeded.

Study Assistance

Students may seek study assistance from their local Academic Learning Advisor or refer to the resources on the MyKBS Academic Success Centre page. Click [here](#) for this information.

MBA631 Assessment 3 Marking Rubric – Digital Marketing Plan 40%

Marking Criteria (__/100)		F (Fail)		P (Pass) 50 – 64%	C (Credit) 65 – 74%	D (Distinction) 75 – 84%	HD (High Distinction) 85 -100%
		0 – 34%	35 – 49%				
Introduction __/15 marks		You have provided no/limited overview of the company and its current marketing strategy that is unclear and/or irrelevant to the assessment task.	You have provided an overview of the company and its current marketing strategy that is unclear and/or irrelevant to the assessment task.	You have provided a generic overview of the company and its current marketing strategy that demonstrates a developing understanding of the content taught in this subject.	You have provided a detailed overview of the company and its current marketing strategy that demonstrates an adequate understanding of the content taught in this subject.	You have provided a detailed overview of the company and its current marketing strategy that demonstrates a sufficient understanding of the content taught in this subject.	You have provided a comprehensive overview of the company and its current marketing strategy that demonstrates an expert understanding of the content taught in this subject.
Digital Marketing Plan	Integrated marketing strategy __/20 marks	You have identified irrelevant or no marketing challenges by providing an inadequate or no justification for digital integration/transformation and irrelevant or no strategic recommendations that demonstrate a limited or no understanding of digital marketing contexts.	You have identified limited marketing challenges by providing an inadequate or no justification for digital integration/transformation and irrelevant or no strategic recommendations that demonstrate a limited or no understanding of digital marketing contexts.	You have identified some of the marketing challenges by providing an adequate justification for digital integration/transformation and strategic recommendations that demonstrate a developing understanding of digital marketing contexts..	You have identified most of the marketing challenges by providing an adequate justification for digital integration/transformation and strategic recommendations that demonstrate an adequate understanding of digital marketing contexts.	You have identified all marketing challenges by providing a sufficient justification for digital integration/transformation and strategic recommendations that demonstrate a sufficient understanding of digital marketing contexts.	You have identified all marketing challenges by providing an expert justification for digital integration/transformation and strategic recommendations that demonstrate an expert understanding of digital marketing contexts.
	Digital marketing plan __/40 marks	You have provided an irrelevant or no digital marketing plan covering irrelevant or no digital platforms, followed by a no discussion of how this plan will help the company achieve the recommended marketing strategy, address the marketing challenges, and capitalise on any new digital marketing opportunities related to these challenges..	You have provided a limited digital marketing plan covering an insufficient number of digital platforms, followed by a limited discussion of how this plan will help the company achieve the recommended marketing strategy, address the marketing challenges, and capitalise on any new digital marketing opportunities related to these challenges.	You have provided a generic digital marketing plan that partially covers relevant digital platforms, followed by an adequate discussion of how this plan will help the company achieve the recommended marketing strategy, address the marketing challenges, and capitalise on any new digital marketing opportunities related to these challenges.	You have provided a detailed digital marketing plan covering relevant digital platforms, followed by an adequate discussion of how this plan will help the company achieve the recommended marketing strategy, address the marketing challenges, and capitalise on any new digital marketing opportunities related to these challenges.	You have provided a detailed digital marketing plan covering relevant digital platforms, followed by a sufficient discussion of how this plan will help the company achieve the recommended marketing strategy, address the marketing challenges, and capitalise on any new digital marketing opportunities related to these challenges.	You have provided an excellent digital marketing plan covering relevant digital platforms by expertly discussing how this plan will help the company achieve the recommended marketing strategy, address the marketing challenges, and capitalise on any new digital marketing opportunities related to these challenges.
	Concluding statement __/15 marks	You have not written a concluding statement and do not cover most or all of the significant findings of your report.	You have written a concluding statement that is unclear and/or vague. It does not cover most or all of the significant findings of your report.	You have written an adequate concluding statement that covers most of the significant findings of your report..	You have written an adequate concluding statement that covers all the significant findings of your report..	You have written a sufficient concluding statement that covers all the significant findings of your report.	You have written an excellent concluding statement that covers all the significant findings of your report.

Format ___/5 marks	The format chosen for your report is inappropriate and/or lacks thought and consideration for the intended audience.	The format chosen for your report is appropriate, but further attention to detail would improve its presentation.	The format chosen for your report is appropriate, but minor changes would enhance its presentation.	Your report is professionally presented and has been submitted in the appropriate format.	Your report is professionally presented and exceeds expectations for what is suitable for a business environment.	The format chosen for your report is inappropriate and/or lacks thought and consideration for the intended audience.
In-text citations and referencing ___/5 marks	Neither in-text referencing nor reference list adhere to Kaplan Harvard Referencing Style.	In-text referencing or the resultant reference list adheres to Kaplan Harvard Referencing Style, with many errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with many errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with some errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with only occasional minor errors.	Both in-text referencing and the resultant reference list adhere strictly to Kaplan Harvard Referencing Style, with no errors.
Feedback and grades will be released via MyKBS.						

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