

TRƯỜNG ĐẠI HỌC VĂN LANG

ĐƠN VỊ: KHOA QHCC-TT

**ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM**

**THI KẾT THÚC HỌC PHẦN**

**Học kỳ 2, năm học 2023-2024**

**I. Thông tin chung**

Tên học phần:	Truyền thông marketing tích hợp (IMC)		
Mã học phần:	72ITMC40502	Số tín chỉ:	2
Mã nhóm lớp học phần:	232_72ITMC40502_01		
Hình thức thi: Dự án	Thời gian làm bài:	10	ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
<i>Quy cách đặt tên file</i>	<i>Mã lớp HP_Mã nhóm_Bài thi cuối kỳ</i>		

**II. Các yêu cầu của đề thi nhằm đáp ứng CLO**

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO2	<b>Design</b> integrated marketing and communication activities meet business objectives.	Group Assignment	20		2	PI 3.3
CLO3	Incorporate communication models & methods into the design and planning of marketing and communication activities.	Group Assignment	30		3	PI 7.1
CLO4	<b>Integrate</b> management methods into the production, coordination and implementation of marketing and communication activities.	Group Assignment	30		3	PI 7.2
CLO5	<b>Show</b> a sense of civic responsibility and community responsibility.	Group Assignment	20		2	PI 10.2

### III. Nội dung câu hỏi thi

#### 1. Topic

This is a group project in which each team will develop an IMC campaign for a firm that really needs the help, according to your assigned brief. Your project must include but is not limited to:

- 1) Situational and promotional analysis.
- 2) Clear description of strategic objectives.
- 3) Target market analysis and identification.
- 4) Creative brief.
- 5) Story boarded creative suggestion.
- 6) Media plan and description of how the integrated tools enact the positioning/campaign goals.
- 7) Metrics/evaluation plan.

#### 2. Requirements for Presentation

A presentation empowered by Powerpoint/ Canva to clearly illustrates these

deliverables.

### 3. Requirements for Report

- A revised version of Advertising-focused strategy (**by PDF**)
- Budget allocation (include all booking media) (This shall be accompanied by an Excel file)

### 4. Rubric

#### Rubric 1: Final project - Group Presentation

Criteria	Weight (%)	Excellent From 8p – 10p	Good From 6p – less than 8p	Average From 4p – less than 6p	Fail under 4p
<b>Content</b>	<b>50</b>	Course-relevant and topic-relevant, and excellently provide content required in the brief. Clarify the target customer profile of any product or service, demonstrate IMC activities	Course-relevant and topic-relevant. Sufficiently provide content required in the brief. Clarify the target customer profile of any product or service, demonstrate IMC activities	Course-relevant and topic-relevant. On overall, provide enough information required by the brief	Content is not relevant to the topic and requirements of the brief.
<b>Presentation</b>	<b>20</b>	Present clearly and coherently. No grammar, typo or format errors.	With a few points unclear and/or few grammar, typo or format errors.	With major errors and/or noticeable grammar, typo or format errors.	Assignment not submitted.
<b>Creativity</b>	<b>20</b>	With new and relevant opinions	Creative, but sometimes not appropriate	Inappropriate or irrelevant opinions	Not able to answer
<b>Teamwork</b>	<b>10</b>	Group members grade each other			

#### Rubric 2: Final project - Group assignment – Report

<b>Criteria</b>	<b>Weight (%)</b>	<b>Excellent From 8p – 10p</b>	<b>Good From 6p – less than 8p</b>	<b>Average From 4p – less than 6p</b>	<b>Fail under 4p</b>
<b>Content</b>	<b>50</b>	Course-relevant and topic-relevant, and excellently provide content required in the brief	Course-relevant and topic-relevant. Sufficiently provide content required in the brief	Course-relevant and topic-relevant. On overall, provide enough information required by the brief.	Content are relevant to the topic and requirements of the brief, but sometimes inconsistent/ irrelevant.
<b>Writing styles &amp; Referencing</b>	10	Correctly and sufficiently	Few minor errors in format. Sufficiently.	A few errors in format or lack of sources	Inconsistently applied. Only some references are provided.
<b>Presentation</b>	<b>20</b>	Present clearly and coherently.	With a few points unclear.	With major errors	Not able to answer.
<b>Teamwork</b>	<b>20</b>	Group members grade each other			

*TP. Hồ Chí Minh, ngày 25 tháng 3 năm 2024.*

**GIẢNG VIÊN RA ĐỀ**

**Người duyệt đề**

  
TS. Lý Lê Tường Minh

  
ThS. Nguyễn Hoàng Mai