

VAN LANG UNIVERSITY
FACULTY OF COMMERCE

**ASSIGNMENT COVER SHEET, RUBRIC AND GRADING
FINAL PROJECT
Semester 2, academic year 2023-2024**

I. General Information

Course Name:	Integrate Marketing Communication		
Course Code:	72MRKT40123	Course Credits:	03
Class Code:	232_72MRKT40123_01		
Format: Group Project (with Presentation)	Submission Period:	7	Days
<input type="checkbox"/> Individual	<input checked="" type="checkbox"/> Group		
<i>File naming</i>	<i>Student ID_Student Name_232_72MRKT40123_01_Group Number_Final</i>		

Lecturer submits assignment brief including **1st time and 2nd time before March 15, 2024.**

1. Formatting Guide

- Assignment total length should be within 40 slides PowerPoint ($\pm 10\%$),
- Individuals submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted through the CTE website of VLU and on the E-learning system.
- This is a group assignment.

2. Sending Assignment Cover Sheet

After approving the assignment cover sheet, answers/rubric, the Head of Department/ the send assignment cover sheet to Trung Tam Khao Thi via email khaothivanlang@gmail.com including Word and Pdf files (compress and set a password for the compressed file) + messaging + naming via tel no. **0918.01.03.09** (Phan Nhật Linh).

II. Intended Course Learning Outcomes Assessed

CLO	CLO Details	Assessment Methods	CLO weight in assessment component (%)	Question No.	Maximum Grade	Matching PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO 1	Present and analyze various Integrated Marketing Communication (IMC) campaigns.	Group Project (with Presentation)	20%	Task 1	2/10	ELO2
CLO 2	List the communication stages and marketing tools utilized in Integrated Marketing Communication .	Group Project (with Presentation)	20%	Task 2	2/10	ELO3
CLO 3	Propose significant ideas and establish an Integrated Marketing Communication plan.	Group Project (with Presentation)	20%	Task 3	2/10	ELO4
CLO 5	Present and persuade clients about the feasibility of the project.	Group Project (with Presentation)	20%	Task 1,2,3	2/10	ELO8,9
CLO 6	Create work plans and adhere to deadlines for tasks.	Group Project (with Presentation)	10%	Task 1,2,3	1/10	ELO10,11
CLO 7	Demonstrate a proactive, autonomous, respectful, and participative	Group Project (with Presentation)	10%	Task 1,2,3	1/10	ELO12

	attitude in learning.					
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III. Assignment Requirement

1. Topic

Context:

Imagining that you work in the marketing communications team of a company, your task is to develop a strategic IMC campaign over the next three months.

Report Requirement:

In this task, you will prepare a report covering:

Task 1. Analyze the current situation your company is working on and select the most suitable social media platform for the campaign (3 points)

- What are the macro and micro factors that influence your chosen company?
- Define your target audience;
- Choose the appropriate social platform for this campaign and give reasons.

Task 2. Define campaign objectives and design appropriate social media marketing strategies (4 points)

Select suitable media marketing strategies.

Task 3. Develop Action Plan (3 points)

- Explain how your team implements your chosen social media marketing tool(s);

Presentation requirements:

- Form a group of up to 4 members. And present the report in class for 30 minutes for each group;
- Design report using presentation slides which should be submitted individually through the CTE website and on the E-learning system;
- You should use in-text references and a list of all cited sources at the end of the report by applying APA referencing style.

2. Style and Formatting Guide

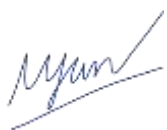
- The assignment's total length should be within 40 slides PowerPoint ($\pm 10\%$);
- Please submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted individually through the CTE website of VLU and on the E-learning system;
- File Naming: *Student ID_Student Name_232_72MRKT40123_01_Group Name_Final*;
- Students are compulsory to submit the assignment on the due date and in a way requested by the Lecturer;
- This is a group assignment.

3. Grading and Rubric

Criteria	Weighting (%)	Very Good 8-10 pts	Good From 6 – under 8 pts	Average From 4 to under 6 pts	Poor Under 4
Presentation Time & Slide Format	20%	Perfect timing Slide Quality: Layout & Visual clear and clean The group works well, shares and supports each other	Adequate Timing (\pm 30 seconds) Slide Quality: Layout & Visual clear and clean The group works well, shares and supports each other	Too short or too long (\pm 1 minute) Slide Quality: Layout & Visual averagely clear and clean The group works well, shares and supports each other	Finish abruptly (over \pm 1 minute) Slide Quality: Layout & Visual unclear and unclean The group works well, shares and supports each other
Content	30%	Very well precise, scientific Use numbers and academic researches for evidence Sequence information and ideas logically and skillfully; coherent progression throughout	Mostly precise, scientific, still produce occasional errors Use numbers and academic researches for evidence, still lack of accuracy Arrange information and ideas quite logically; clear progression throughout	Some precise and scientific, may make some errors Limited use Arrange numbers and academic researches for evidence information and ideas relatively logically	Limited precise and scientific, make noticeable errors No numbers and academic researches for evidence Lacks structure and is difficult to follow.
Creativity	20%	Use creative tools and language, to convey content in a unique understandi	Express quite clear and creative arguments	Express clear and creative arguments averagely	No arguments

		ng of the topic.			
Presentation skills	20%	Present issues and arguments attractively and persuasively . Very good interaction with audience	Present clearly but unattractive; arguments are quite persuasive. Good interaction with audience	Difficult to follow but still able to understand important contents. Inadequate interaction with audiences	Present unclearly, may not understand. No interaction with audiences
Q&A	10%	Answer all questions correctly	Answer all questions, still some errors	Answer some questions	Cannot answer

Internal Verifier



MSc. Trần Nguyễn Hải Ngân

Ho Chi Minh City, 20th March 2023

Lecturer



MBA. Tran Doan Phuong