

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:	Social Media Marketing		
Course Code:	72MRKT40153	Course Credits:	03
Class Code:	232_72MRKT40153_01		
Format: Group Project (with Presentation)		Submission Period:	<b>14</b> Days
<input type="checkbox"/> Individual		<input checked="" type="checkbox"/> Group	
<i>File naming</i>	<i>Student ID_Student Name_232_72MRKT40153_01_Group Name_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 30 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](mailto: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**

<b>CLO</b>	<b>CLO Details</b>	<b>Assessment Methods</b>	<b>CLO weight in assessment component (%)</b>	<b>Question No.</b>	<b>Maximum Grade</b>	<b>Matching PLO/PI</b>
<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6)</b>	<b>(7)</b>
<b>CLO1</b>	Interpret the concepts and terms of social media and social media marketing	Group Project (with Presentation)	20%	Task 1	2/10	ELO 1,2,3 (S)
<b>CLO2</b>	Apply knowledge to select appropriate social media Marketing strategy to increase sales for a company	Group Project (with Presentation)	20%	Task 2	2/10	ELO 4 (H)
<b>CLO3</b>	Be able to implement social media marketing tools, Facebook marketing, Website, ...	Group Project (with Presentation)	20%	Task 3	2/10	ELO 5 (H)
<b>CLO5</b>	Demonstrate a career-forward mindset and be aware of the need for lifelong learning; and mental character to pursue individual and organizational goals.	Group Project (with Presentation)	20%	Task 1,2,3	2/10	ELO 10,11 (S)

<b>CLO6</b>	Demonstrate a sense of civic responsibility and community responsibility.	Group Project (with Presentation)	20%	Task 1,2,3	2/10	ELO 12 (H)
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### III. Assignment Requirement

#### 1. Topic

##### Context:

Imagining that you work in the social marketing team of a startup company, your task is to develop a strategic social media marketing 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 social media marketing strategies. Students can refer to the 4 main zones of social media working principles by Tuten and Solomon.

**Task 3.** Develop Action Plan & Budgeting (3 points)

- Explain how your team implements your chosen social media marketing tool(s);
- Design budgeting for the campaign.

##### Presentation requirements:

- Form a group of 4-5 members. And present the report in class for 20 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 30 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\_72MRKT40153\_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 & Report Format	20%	<ul style="list-style-type: none"> <li>- Perfect timing</li> <li>- Slide Quality: Layout &amp; Visual clear and clean</li> <li>- The group works well, shares and supports each other</li> </ul>	<ul style="list-style-type: none"> <li>- Adequate Timing (<math>\pm</math> 30 seconds)</li> <li>- Slide Quality: Layout &amp; Visual clear and clean</li> <li>- The group works well, shares and supports each other</li> </ul>	<ul style="list-style-type: none"> <li>- Too short or too long (<math>\pm</math> 1 minute)</li> <li>- Slide Quality: Layout &amp; Visual averagely clear and clean</li> <li>- The group works well, shares and supports each other</li> </ul>	<ul style="list-style-type: none"> <li>- Finish abruptly (over <math>\pm</math> 1 minute)</li> <li>- Slide Quality: Layout &amp; Visual unclear and unclean</li> <li>- The group works well, shares and supports each other</li> </ul>
Report Content	30%	<ul style="list-style-type: none"> <li>- Very well precise, scientific</li> <li>- Use numbers and academic researches for evidence</li> <li>- Sequence information and ideas logically and skillfully; coherent progression throughout</li> </ul>	<ul style="list-style-type: none"> <li>- Mostly precise, scientific, still produce occasional errors</li> <li>- Use numbers and academic researches for evidence, still lack of accuracy</li> <li>- Arrange information and ideas quite logically; clear progression throughout</li> </ul>	<ul style="list-style-type: none"> <li>- Some precise and scientific, may make some errors</li> <li>- Limited use numbers and academic researches for evidence information and ideas relatively logically</li> </ul>	<ul style="list-style-type: none"> <li>- Limited precise and scientific, make noticeable errors</li> <li>- No numbers and academic researches for evidence</li> <li>- Lacks structure and is difficult to follow.</li> </ul>

Creativity	20%	<ul style="list-style-type: none"> <li>- Use creative tools and language, to convey content in a unique understanding of the topic</li> </ul>	<ul style="list-style-type: none"> <li>- Express quite clear and creative arguments</li> </ul>	<ul style="list-style-type: none"> <li>- Express clear and creative arguments averagely</li> </ul>	<ul style="list-style-type: none"> <li>- No arguments</li> </ul>
Presentation skills	20%	<ul style="list-style-type: none"> <li>- Present issues and arguments attractively and persuasively</li> <li>- Very good interaction with audience</li> </ul>	<ul style="list-style-type: none"> <li>- Present clearly but unattractive; arguments are quite persuasive</li> <li>- Good interaction with audience</li> </ul>	<ul style="list-style-type: none"> <li>- Difficult to follow but still able to understand important contents</li> <li>- Inadequate interaction with audiences</li> </ul>	<ul style="list-style-type: none"> <li>- Present unclearly, may not understand</li> <li>- No interaction with audiences</li> </ul>
Q&A	10%	<ul style="list-style-type: none"> <li>- Answer all questions correctly</li> </ul>	<ul style="list-style-type: none"> <li>- Answer all questions, still some errors</li> </ul>	<ul style="list-style-type: none"> <li>- Answer some questions</li> </ul>	<ul style="list-style-type: none"> <li>- Cannot answer</li> </ul>

**Internal Verifier**



**MSc. Tran Nguyen Hai Ngan**

*Ho Chi Minh City, 20<sup>th</sup> March 2023*

**Lecturer**



**MBA. Nguyen Vu Phuong Thuy**