

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 3, năm học 2023-2024**

**I. Thông tin chung**

Tên học phần:	Truyền thông số		
Mã học phần:	72DGME40623	Số tin chỉ:	3
Mã nhóm lớp học phần:	233_72DGME40623_01		
Hình thức thi: Dự án (có TT)	Thời gian làm bài:	10	ngày
<input type="checkbox"/> Cá nhân		<input checked="" type="checkbox"/> Nhóm	
<b>Quy cách đặt tên file</b>	<b>Group Project Name_Final</b>		

**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)
CLO1	Evaluate digital media products comprehensively	Group Assignment (Presentation + Report)	15%		1	PI 2.1
CLO2	Design effective communication activities through digital media strategies and media products.	Group Assignment (Presentation + Report)	15%		2	PI 3.3
CLO3	Implement the PESO model into building a comprehensive digital media strategy across multiple platforms for businesses and brands	Group Assignment (Presentation + Report)	30%		3	PI 7.1
CLO4	Perform an analysis of the relationship between a brand's digital media and social media platforms to generate creative storytelling ideas.	Group Assignment (Presentation + Report)	30%		3	PI 8.1
CLO5	Demonstrate a strong enthusiasm for pursuing a career in the digital media field	Group Assignment (Presentation + Report)	10%		1	PI 10.2

### III. Nội dung câu hỏi thi

#### 1. Topic

##### Context:

Imagining that you work in the communication agency, your task is to develop a digital media strategy and execution plan for your client.

##### Report Requirement:

In this task, you will prepare a report covering:

##### Task 1. Analyze the background information for the campaign (3 points)

- Brief recap
- Define your target audience; (demography, consumer journey)
- Define Insight, Big idea, Message

##### Task 2. Define campaign objectives and design appropriate digital media strategies (4 points)

- Select suitable digital media tools for the strategy with reasonable explanations.
- Build up key asset(s) for the campaign

##### 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 6-8 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
- File Naming: *Group Project Name\_Final*;
- Group leaders are compulsory to submit the assignment on the due date and in a way requested by the Lecturer;
- This is a group assignment.

## 3. Rubric

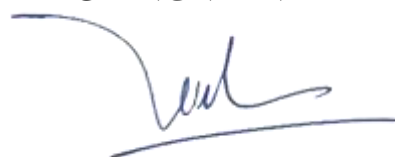
Criteria	Weight (%)	Excellent 8-10	Good 6.5-7.9	Adequate 4.0-6.4	Weak 0-3.9
Content of the idea series	20%	Having unique and creative ideas in the digital content product chain.  Full range of digital communication products on demand.	There are new ideas in the digital content product chain.  ¾ digital media products are available on request.	The creativity is not high, there are no new ideas in the content.  Half of all media products are available on demand.	Less than ½ of total on- demand media products
Digital media production plan	30%	Have a clear and specific content production plan, apply learned knowledge to content planning	Have a clear and specific content production plan, apply learned knowledge to content planning	Without a plan to create complete content, the application of learned knowledge to the planned content is limited	The production plan is still sketchy and has not yet applied the learned knowledge to the plan.
Quality series of digital media products	30%	Product quality is good, and technical requirements are met.	Product quality is quite good, ensuring 7/10 of the technical requirements.	Product quality is not good, technical requirements are limited.	Product quality is poor, does not meet technical requirements.
Presentation Design (Slide Format)	20%	Slides are visually appealing, consistent, and professionally designed with no errors.	Slides are well-designed with minor errors or inconsistencies.	Slides are adequately designed but have noticeable errors or inconsistencies.	Slides are poorly designed, unprofessional, or have numerous errors.
Total	100%				

NGƯỜI DUYỆT ĐỀ

TS. Võ Văn Tuấn

TP. Hồ Chí Minh, ngày 24 tháng 7 năm 2024.

GIẢNG VIÊN RA ĐỀ



ThS. Trần Đoàn Phương