

ĐỀ THI VÀ THANG ĐIỂM
THI CUỐI HỌC KỲ
Học kỳ 1, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Chiến lược quảng cáo		
Mã học phần:	72ADVE40463	Số tin chỉ:	2
Mã nhóm lớp học phần:	241_72ADVE40463_01		
Hình thức thi: Đồ án (có thuyết trình)	Thời gian làm bài:	10	Ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
Yêu cầu:	Tên file: Group Report - Mã lớp - Mã Nhóm		

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	Develop advertising strategies, plans and allocate activities for businesses to meet the business objectives.	Group Presentation & Report	10%		1	PI 3.2
CLO2	Proficiently design creative strategy via advertising plan, tactics & media buying plan in order to create effective advertising strategies for businesses		20%		2	PI 3.3
CLO3	Effectively coordinate advertising models and tools (television, print, online, radio, OOH) into the design of advertising strategies and plans for businesses.		30%		3	PI 7.1
CLO4	Integrate techniques and methods of effective use of advertising media into the production, coordination and implementation of advertising activities based on the enterprise's advertising		30%		3	PI 7.2

	strategy and plans.				
CLO5	Set short-term and long-term goals for career development in the advertising field.		10		1 PI 10.1

III. Nội dung đề bài

1.Đề bài

Task: A brief from Hada Labo (Given to students in class)

Deliverables

- An Advertising-focused strategy for 3 years achieve the overall goals (70% advertising tactics, 30% other tactics)
- Key visual for a campaign (at least 1 year) and apply it in all the media platform
- A comprehensive execution plan for each year
 - o Creative TVC Storyboard (must-have)
 - o Print Ads (demo) on printed newspaper
 - o Digital Campaign Strategy (banner ads, displays ads, native ads) on PESO media platform.
 - o OOH Demonstration
 - o Any advertising-related activities
- Budget allocation (include all booking media)

2. Hướng dẫn thể thức trình bày đề bài

Requirements for Presentation

A presentation empowered by Powerpoint/ Canva to clearly illustrates these deliverables.

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)

3. Rubric và thang điểm

Rubric 3a: Group assignment – Presentation

Criteria	Weighting (%)	Excellent 80-100%	Good 60-79%	Average 40-59%	Fail under 40%
Content - Research (20%) - Big Idea (15%) - Advertising strategy planning (25%)	60	Course-relevant and topic-relevant, and excellently provide content required in the brief. Clarify business status, market research, understand customer, clear full steps to make an advertising strategy	Course-relevant and topic-relevant. Sufficiently provide content required in the brief. Clarify business status, market research, understand customer, unclear full steps to make an advertising strategy	Course-relevant and topic-relevant. On overall, provide enough information required by the brief. Clarify business status, market research, understand customer, not full steps to make an advertising strategy	Content is not relevant to the topic and requirements of the brief.
Flexibility in solving situations & responding to questions	10	Quickly handle arising situations; answer convincingly and confidently in responding to questions	Quite quick to handle arising situations; the answer is quite convincing and confident in responding to questions	Handling arising situations is not yet responsive; Answer questions that are misleading and confusing	Passive in arising situations, unable to answer questions
Verbal Presentation	10	The presenter(s) is very confident, coherent, and attractive to the audience	The presenter(s) is relatively confident, coherent, and quite attractive to the audience	The presenter(s) is not confident and attractive	Discrete presentations; Not understanding the content of the presentation
Illustration	20	Vivid form: beautiful powerpoint slides, combining many images, videos, evidence, figures	Powerpoint, video presentation is beautiful but cannot combine images, vivid illustrations	Powerpoint/ the video is too simple and monotonous	Do not have presentation slides / videos
	100				

Rubric 3b: Group assignment – Report

Criteria	Weighting (%)	Excellent 80-100%	Good 60-79%	Average 40-59%	Fail under 40%
Research/ Content	65	Research carefully and in detail about the advertising strategy	Research is not thorough and detailed is not specific	Non-specific detailed research	Do not carry out the research process
Writing skills	10	- Suitable style. - No spelling or grammar errors. - Systematic & logical approach to the topic & discussed in an informed way.	- Suitable style. - Few spelling or grammar errors. - Systematic & logical approach to the topic	- Suitable style. - Very few spelling or grammar errors.	- Poor writing
Format/ Structure	5	- Each section explicitly linked to the next part. The structure and flow of materials are clear. - Well-displayed	- Each section explicitly linked to the next part. The structure and flow of materials are clear. - Relatively well-displayed	- The structure is unclear and too messy - Poorly displayed	- No link between parts - Poorly displayed
Reference/ Source	10	Credible source	Relatively credible source	Doubtful source	No source
	100				

TP. Hồ Chí Minh, ngày 15 tháng 11 năm 2024.

NGƯỜI DUYỆT ĐỀ

GIẢNG VIÊN RA ĐỀ



TS. Võ Văn Tuấn

ThS. Trần Quang Thiện