



**University of
East London**

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SCHOOL OF BUSINESS AND LAW

Department of Business

MK7040 Marketing in the Digital Age and CSR

Academic Year 2022/23

Assessment Guide

Term - 1 2022/23

Module Leader

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Assessment methods which enable students to demonstrate the learning outcomes for the module; please define as necessary:	Weighting:	Learning Outcomes demonstrated:
Individual Project (4000 words)	100%	1 – 8

Assessment Brief

This assessment requires you to develop a Marketing strategy in the Digital age for a company of your choice, and critically appreciate their existing CSR and Ethical practices, identifying areas for further improvement and recommend an update to its CSR and ethical practices.

The assessment is to be written in a report format. You are required to select a Company for which you will create a marketing strategy in the digital age for the next upcoming 12 months. The choice of company must be clear within the Introduction part of the report. You cannot create/choose a fictitious company. Once this step has been completed, you are then required to complete the following parts:

The Report is divided into two parts. The first part requires you to choose a company of your own choice and create an effective Marketing strategy in the digital age, for the next upcoming 12 months. And the second part requires you to *critically evaluate* the existing CSR and ethical practices of your chosen organisation and identify areas which need further improvement. Make recommendations of how company can incorporate sustainability and ethical practices.

Scenario: You are a marketing manager, for the chosen company and are required to create a new marketing strategy in Digital age for the next upcoming 12 months. You are expected to offer an introduction of your chosen company. Identify the product for which you will be creating the marketing strategy. The strategy must be in line with the company's objectives and vision. Once you have done this, you are then expected to critically review the company's existing CSR and Ethical practices and offer recommendations around areas where they can further improve.

Part 1: Create an effective Marketing Strategy in Digital Age

- Introduction (5%) (350 words)

This part requires you to provide a brief background information of your chosen company. Relevant data and statistics can be provided in this section for the company. In this part you are required to create a proposed advertisement plan for an existing or fictitious product. This has to be short and precise. Lastly, identify the medium on which the advertisement will be communicated.

You can use illustrations to show any possible advertisement. Only images, no videos.

- Segmentation and Targeting (10%) (500 words)

You are expected to provide an in-depth explanation of the Segmentation and Targeting process in this section. Identify the main relevant segments and chosen target market for which the advertisement is created for. Identify the targeting strategy which will be used to reach out to your chosen target market/markets.

- Positioning and Branding (20%) (800 words)

Identify the positioning and branding strategy taken on board. Discuss what kind of brand image is being created, how is the brand positioned in the minds of the consumers. What basic/functional/utilitarian needs are being met? What is the differential position which will be adopted by the brand. Create a clear positioning statement. Make use of positioning map to identify

your competitors and how they have positioned themselves in the minds of consumers. Choose your differential strategy. How will you create brand awareness online. What kind of brand personality would your brand reflect? Does the brand use any ambassadors/brand advocates to promote its product? Discussion must be backed up by justifications for chosen decisions.

- **Communication Strategy (20%) (800 words)**

Use this section to evaluate the communication strategy of the organisation. The evaluation can include the following points below:

- Which digital platform/platforms are being used?
- Is the digital platform used by the target market?
- Advantages/disadvantages of chosen medium
- Is the Key Message successfully and effectively communicated?
- What is the purpose of the communication, (e.g cause-related, crisis management, brand awareness etc)?
- What type of appeal does the message have (functional, emotional moral)?
- What type of communication method is being recommended, e.g linear, interactive?
- Identify the online Value Proposition

This section should create a complete marketing plan for the digital age which incorporates all the key elements of designing an effective marketing strategy which is in line with the company's objectives and would help achieve its vision.

Part 3: CSR and Ethical Issues

- **Ethical Issues (30%) (1200 words)**

This relates to how ethical the company is. For this section of the assessment, you will have to critically assess the company's overall efforts in sustainability and ethical practises at present. Identify issues with existing practices, if any. Recommend how these CSR practices can be improved.

As a part of the assessment, you can also cover whether the products manufactured are ethically manufactured. If the products are recyclable at end of life and similar issues.

Part 4: Conclusion

- **Overall Conclusion (5%) (350 words)**

Clear and concise conclusion summarising the key points of the report without adding any new points.

Your answers should be supported by evidence from the data you collect through your research. Your answers should also show how you analysed the data you collected using the marketing theories and concepts, and corporate social responsibility concepts you are learning in this module.

- **Structure, Presentation, Referencing (10%)**
 - Logical structure
 - Consistency with the prescribed presentation format
 - Text size 12
 - 1.5 line spacing
 - Correct and adequate amount of in-text citations
 - Harvard referencing
 - Writing quality i.e. critical and formal writing
 - Use of Headings and Sub-Headings

Word Count – 4000 Words, 10% ±

Please Note – above word counts are for guidance only and are approximates

Your word count does not include table of contents, reference list or appendices. You should provide your word count at the front cover you create for your report.

Exceeding the word count may result in a penalty of 5% of your mark. If your work is significantly shorter, then you probably did not provide the level of detail required.

Section	Mark/Weightage
Introduction	5%
Segmentation and Targeting	10%
Positioning and Branding	20%
Communication Strategies	20%
Ethical Issues	30%
Conclusion	5%
Structure, Presentation, Referencing	10%

Marking Criteria

Assessment Criteria / Weightage	Outstanding	Excellent	Very Good	Good	Satisfactory	Adequate	Marginal Fail	Fail	Missing / Unanswered
	100%	85%	75%	65%	55%	45%	35%	25%	0%
Introduction 5%	No areas for improvement	Excellent introduction provided with the relevant details with little room for improvement	Very good introduction provided with the relevant details	Good introduction provided with the relevant details but room for improvements	Satisfactory introduction provided with the relevant details however this could have been better	Adequate introduction which lacks in various aspects	Marginal Fail introduction which lacks essential elements and should have been written in a better manner	Introduction provided is below the pass standard	Missing or wrong
Segmentation and Targeting 10%	No areas for improvement	Excellent segmentation and targeting with very little room for improvement	Very good segmentation and targeting provided with the relevant details	Good segmentation and targeting with the relevant details but room for improvements	Satisfactory segmentation and targeting provided with the relevant details however this could have been better	Adequate segmentation and targeting which lacks in various aspects	Segmentation and targeting lacks essential elements and should have been written in a better manner	Segmentation and Targeting provided is below the pass standard	Missing or wrong
Positioning and Branding 20%	No areas for improvement	Excellent positioning and branding with very little room for improvement	Very good positioning and branding provided with the relevant details	Good positioning and branding with the relevant details but room for improvements	Satisfactory positioning and branding provided with the relevant details however this could have been better	Adequate branding and positioning which lacks in various aspects	Positioning and branding lack essential elements and should have been written in a better manner	Positioning and Branding provided is below the pass standard	Missing or wrong

Communication Strategies 20%	No areas for improvement	Excellent communication strategies with very little room for improvement	Very good communication strategies provided with the relevant details	Good communication strategies with the relevant details but room for improvements	Satisfactory communication strategies provided with the relevant details however this could have been better	Adequate communication strategies which lack in various aspects	Communication strategies lacks essential elements and should have been written in a better manner	Communication strategies provided is below the pass standard	Missing or wrong
Ethical Issues 30%	No areas for improvement	Excellent ethical issues coverage with very little room for improvement	Very good Ethical issues provided with the relevant details	Good ethical issues with the relevant details but room for improvements	Satisfactory ethical issues provided with the relevant details however this could have been better	Adequate ethical issues covered which lack in various aspects	Ethical issues lack essential elements and should have been written in a better manner	Ethical issues provided is below the pass standard	Missing or wrong
Conclusion 5%	No areas for improvement	Excellent conclusion which has little room for improvement	Very good conclusion provided with the relevant details	Good conclusion but room for improvements	Satisfactory conclusion with the relevant details however this could have been better	Adequate conclusion which lack in summarising	Conclusion is not detailed enough and should have been written in a better manner	Conclusion provided is below the pass standard	Missing or wrong
Structure, Presentation, Referencing 10%	No areas for improvement	Excellent structure, presentation, referencing	Very good structure, presentation and referencing with minor errors	Good structure, presentation and referencing with some errors	Satisfactory structure, presentation and referencing with multiple errors	Adequate structure, presentation and referencing with excessive errors	Below the standard	Substantially below the standards	Missing or wrong