BMP4004 Contemporary Issues in Marketing

Assessment Number	Assignment 2
Assessment Type (and weighting)	Practical Skills Assessment (50%)
Assessment Name	Digital Marketing Portfolio – BackUp North West
Assessment Submission Date	**11th May 2022 (No later than 23:59pm)**

Learning Outcomes Assessed:

LO3. Demonstrate ability to use one of a range of digital marketing tools effectively
LO4. Reflect on the importance and application of digital marketing tools

Assessment Brief

Using the business *(BackUp North West)* from Assessment 1, you are required to build a practical skills portfolio, demonstrating a small, integrated *digital* marketing communications campaign to promote their service to attract charitable donations and increase awareness of the help available for young people affected by homelessness - https://backup-charity.org.uk/

A power-point template is available on Moodle. You should submit your portfolio using Turnitin on Moodle by **11.05.2022 (No later than 23:59pm).**

NB* You are NOT required to present your power-point, but to evidence use of a different format and template.

Using your understanding of the promotional mix and available *digital* communication channels, including social media, you will submit 5 examples of digital communications that show your understanding of digital marketing tools used by BackUp North West to achieve given objectives.

Your portfolio will include examples of digital communications, such as:
- https://backup-charity.org.uk/
- web pages
- social media posts
- other *digital* media content (such as blog articles)
  - *Note: You are not required to include examples of traditional marketing*

Assignment Guidance:

1. Source 5 examples of digital marketing used by BackUp North West – this must be part of a past integrated marketing campaign;

2. Explain BackUp North West's promotional campaign

3. Using the 5 examples of digital marketing used by BackUp North West, identify the AIDA Model, the effectives of the campaign through engagement rates/analytics, and other relating factors to determine a successful campaign;

4. Propose a NEW digital communications plan using the AIDA Model to attract and persuade the audience/customers to donate to your promotional campaign;

5. Propose BackUp North West's NEW marketing objectives and how you intend to measure the campaigns success;

6. Provide a mock-up of your marketing campaign idea.

As part of your portfolio, you are required to provide a summary reflection (1000 words) in which you are required to

- Briefly discuss the importance and application of digital marketing tools in contemporary marketing;

- Justify, using reference to academic theory, practitioner sources and practical examples, how effective you believe the integrated digital marketing tools you have chosen would be at persuading the customer to respond and why;

- You should reference all sources using the Harvard referencing system.

The marking criteria for your portfolio will be based on the following: -

Relevance/Knowledge:
Using academic sources, practical examples and practitioner sources you will create examples of relevant content to connect with your relevant audience and justify your choice of promotional mix activity describe the importance and application of digital marketing tools. You should use the AIDA model. (50 marks)

Argument/Analysis:
You will reflect on your planned social media, web content and other digital activity using academic and practitioner sources, and examples, fully justifying your planned digital communications. (30 marks)

Structure/Written English:

Your portfolio should be appropriately structured and presented in a consistent style in terms of fonts and layout. Arial 12-point font should be used for main body text. Your portfolio must be written with correct grammar, using academic writing and appropriate UK (British English) spelling. (10marks)

Research/Referencing: Your portfolio reflection must contain appropriate in-text citations and a list of references, which are based on Harvard referencing. (10marks)

Guidance Notes: Refer to the Support document on Moodle for guidance relating to each point. Ensure your in-text citations and reference (alphabetical order) follow Harvard Referencing Style requirements. If you are unsure, access the LEAP Online resources within BMP4004 Moodle page or access LEAP Online via the University of Bolton website.

Specific Assessment Criteria:
Please note that the General Assessment Criteria will also apply. Please see section 15 of module guide.

Minimum Secondary Research Source Requirements:
Level HE4 - It is expected that the Reference List will contain between **five and ten sources**. As a MINIMUM the Reference List should include **one refereed academic journal** and **three academic books.**

15. General Assessment Criteria for Written Assessments HE4

%	Relevance	Knowledge	Argument/Analysis	Structure	Presentation	Written English	Research/Referencing
Class I (Exceptional Quality) 85-100%	Directly relevant to title. Expertly addresses the assumptions of the title and/or the requirements of the brief.	Demonstrates an exceptional knowledge/understanding of theory and practice for this level through the identification and analysis of the most important issues.	Makes exceptional use of appropriate arguments and/or theoretical models. Presents an analysis of the material resulting in clear, logical and original conclusions.	Coherently articulated and logically structured. An appropriate format is used.	The presentational style & layout is correct for the type of assignment. Effective inclusion of figures, tables, plates (FTP).	An exceptionally well written answer with standard spelling and grammar. Style is clear, resourceful and academic.	Sources accurately cited in the text. A wide range of contemporary and relevant references cited in the reference list in the correct style.
Class I (Excellent Quality) 70-85%	Directly relevant to title. Addresses the assumptions of the title and/or the requirements of the brief.	Demonstrates an excellent knowledge/understanding of theory and practice for this level through the identification and summary of the most important issues.	Makes creative use of appropriate arguments and/or theoretical models. Presents an excellent discussion of the material resulting in clear, logical conclusions.	Coherently articulated and logically structured. An appropriate format is used.	The presentational style & layout is correct for the type of assignment. Effective inclusion of figures, tables, plates (FTP).	An excellently written answer with standard spelling and grammar. Style is clear, resourceful and academic.	Sources accurately cited in the text. A range of contemporary and relevant references cited in the reference list in the correct style.
Class II/I (Very Good Quality) 60-69%	Directly relevant to title. Addresses most of the assumptions of the title and/or the requirements of the brief.	Demonstrates a very good knowledge/understanding of theory and practice for this level through the identification and summary of key issues.	Uses sound arguments or theoretical models. Presents a clear and valid discussion of the material. Clear, logical conclusions.	Logically constructed in the main. An appropriate format is used.	The presentational style & layout is correct for the type of assignment. Effective inclusion of FTP.	A very well written answer with standard spelling and grammar. Style is clear and academic.	Sources are accurately cited in the text and an appropriate reference list in the correct style is provided.
Class II/ii (Good Quality) 50-59%	Generally, addresses the title/brief, but sometimes considers irrelevant issues.	Demonstrates a good knowledge/understanding of theory and practice for this level through the identification and summary of some key issues.	Presents largely coherent arguments. Some issues and theoretical models expressed in simplistic terms. Conclusions are fairly clear and logical.	For the most part coherently articulated and logically structured. An acceptable format is used.	The presentational style & layout is correct for the type of assignment. Inclusion of FTP but lacks selectivity.	Competently written with minor lapses in spelling and grammar. Style is readable and academic in the main.	Most sources accurately cited in the text and an appropriate reference list is provided which is largely in the correct style.
Class III (Satisfactory Quality) 40-49%	Some degree of irrelevance to the title/brief. Superficial consideration of the issues.	Demonstrates an adequate knowledge/understanding of theory and practice for this level. An attempt is made to identify key issues.	Presents basic arguments but focus and consistency lacking in places. Some issues may lack clarity, and/or theoretical models expressed in simplistic terms. Conclusions are not always clear or logical.	Adequate attempt at articulation and logical structure. An acceptable format is used.	The presentational style & layout is largely correct for the type of assignment. Inappropriate use of FTP or not used where clearly needed to aid understanding.	Generally, competently written although intermittent lapses in grammar and spelling pose obstacles for the reader. Style limits communication and is non-academic in a number of places.	Some relevant sources cited. Some weaknesses in referencing technique.
Borderline Fail 35-39%	Significant degree of irrelevance to the title/brief. Only the most obvious issues are addressed at a superficial level and in unchallenging terms.	Demonstrates weaknesses in knowledge of theory and practice for this level, with poor understanding of key issues.	Limited arguments, which lack clarity in places. Conclusions are neither clear nor logical.	Poorly structured. Lack of articulation. Format deficient.	For the type of assignment, the presentational style &/or layout is lacking. FTP ignored in text or not used where clearly needed.	Deficiencies in spelling and grammar makes reading difficult. Simplistic or repetitious style impairs clarity. Style is non-academic.	Limited sources and weak referencing.
Fail <34%	Relevance to the title/brief is intermittent or missing. The topic is reduced to its vaguest and least challenging terms.	Demonstrates a lack of basic knowledge of either theory or practice for this level, with little evidence of understanding.	Severely limited arguments. Lacks clarity. Conclusions are sparse.	Unstructured. Lack of articulation. Format deficient	For the type of assignment, the presentational style &/or layout is lacking. FTP as above.	Poorly written with numerous deficiencies in grammar, spelling and expression. Style is non-academic.	An absence of academic sources and poor referencing technique.

Indicative Reading KEY *TEXTS IN BOLD*

Brassington, Frances and Pettitt, Stephen (2006) *Principles of marketing*. 4th ed. Harlow: Financial Times Prentice Hall.

Chaffey, D. & Smith, P.R. (2013) Emarketing excellence: planning and optimizing your digital marketing. London: Routledge.

Charlesworth, A. (2014) Digital marketing: a practical approach. Abingdon: Routledge, Taylor and Francis.

Dibb, S., Simkin, L., Pride, W. M. and Ferrell, O. C. (2016) *Marketing: concepts and strategies*. Seventh edition. Andover, Hampshire: Cengage Learning.

Drummond, Graeme and Ensor, John (2005) *Introduction to marketing concepts*. London: Elsevier Butterworth-Heinemann.

Jobber, D. and Ellis-Chadwick, F. (2016) *Principles and practice of marketing*. 8th edition. New York: McGraw-Hill.

Kotler, P. and Armstrong, G. (2015) *Principles of marketing*. Sixteenth edition. Boston: Pearson.

Kotler, P., Armstrong, G. and MyiLibrary (2013) *Principles of marketing*. Fifteenth edition. Boston: Pearson. Available at: http://lib.myilibrary.com?id=523722.

M, B. (2015) *The marketing book*. 7th edition. Edited by M. J. Baker and S. J. Hart. Abingdon: Routledge.

Ryan, D. (2017) Understanding digital marketing: marketing strategies for engaging the digital generation. London: Kogan Page.

'Strategic Management Journal (1986-1998)' (no date). Available at: http://search.proquest.com.ezproxy.bolton.ac.uk/publication/47895.

Subject Resources for Business & Management | University of Bolton (no date). Available at: http://libguides.bolton.ac.uk/businessmanagement.

Waters, A. and Ebook Central (2018) *Confident digital content: master the fundamentals of online video, design, writing and social media to supercharge your career*. London: KoganPage. Available at: http://bolton.eblib.com/patron/FullRecord.aspx?p=5202676.

'Harvard Business Review' (no date). Available at: http://hbr.org/magazine.

'Journal of Marketing' (no date). Available at: http://search.proquest.com.ezproxy.bolton.ac.uk/publication/617.

'Journal of Services Marketing' (no date). Available at: http://www.emeraldinsight.com.ezproxy.bolton.ac.uk/loi/jsm.

'Journal of Strategic Marketing' (no date). Available at: http://www-tandfonline-com.ezproxy.bolton.ac.uk/loi/rjsm20.