

TRƯỜNG ĐẠI HỌC VĂN LANG
KHOA: DU LỊCH

ĐỀ THI KẾT THÚC HỌC PHẦN
Học kỳ 2, năm học 2021 - 2022

Mã học phần: 7TM0230

Tên học phần: DIGITAL MARKETING

Mã nhóm lớp học phần: K25DB-LH

Thời gian làm bài (phút/ngày): 28 ngày

Hình thức thi: **Tiểu luận**

Cách thức nộp bài (Giảng viên ghi rõ yêu cầu):

- Upload file .pdf on elearning/cte.com

Topic:

Reflective report for Facebook campaign for the case of
“NINA BLEU” – a new online travel agency (fictional company)

The case of “NINA BLEU” Co.Ltd., a new online travel agency

NINA BLEU Co.Ltd. was founded in December 2021, a new online travel agency targeting new-generation travellers. Their products are outbound and inbound tours for young individual and group travellers. The company aims to increase brand awareness via Facebook. The goal is to build a Facebook page to attract potential customers to their products. Your team was hired to operate the page strategically within 1 month. NINA BLEU has set the targets as below:

- Target market: new-generation travellers
- Reach 500 likes and subscribes on FB
- Develop strategic actions, design a Facebook campaign for 1 month and measure the outcomes
- Create content and post frequently, increase interaction with customers
- Report the success and limitations of the project at the end of 1 month.

Notice: Students must participate in the process of operating Facebook page, planning and scheduling activities on FB. Students have the autonomy to design materials for the company.

Guidelines for Reflective report:

Chapter 1: Introduction about the Facebook campaign for NINA BLEU Co. Ltd.

- a. Introduce NINA BLEU Co. Ltd.
- b. Clarify the strategy, goal and objectives
- c. Plan for the Facebook campaign

Chapter 2: Review the facebook campaign for NINA BLEU Co. Ltd.

- a. Report weekly activities on Facebook (Data retrieved from Meta Business Suite)
- b. Measure the weekly and total outcomes

Chapter 3: Highlight success and limitations

- a. Explain the reasons for successful activities
- b. Describe the limitations of this campaign, room for improvement

Chapter 4: Conclusion

REFERENCE LIST

APPENDIX

Deadline: 00:00, Friday 22.04.2022

Submission after Deadline will receive a penalty of 30% deduction of total grade.

1.Rubric for Final Assessment (50%)

Criteria	Percentage (%)	Excellent 100%	Good 75%	Average 50%	Weak 0%
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Structure	20	Define clearly research area and research purpose. Each chapters are well organized and linked with each other.	Define research area and research purpose. Each chapters are well organized and linked with each other.	Define research area and research purpose. Each chapters are not well organized and missing the link with each other.	Define the wrong research area and research purpose. Each chapters are not well organized and missing the link with each other.
Background Information	10	The research target is suitable with the research title. Demonstrate clearly background information of the research topic	The research target is suitable with the research title. Demonstrate background information of the research topic with a small mistakes	The research target is unsuitable with the research title. Demonstrate unclearly background information of the research topic	The research target is unsuitable with the research title. Demonstrate unclearly background information of the research topic with many mistakes
Problem Analysis	20	Analyzing strongly in detail and solving the problem and research questions.	Analyzing in detail and solving the problem and research questions.	Poor analysis and solving the problem and research questions unclearly.	Poor analysis and can not solving the problem and research questions convincingly.

Conclusion	10	The conclusion is strongly convince	The conclusion is convince	The conclusion is unconvince	The conclusion is strongly unconvince
Logic and critical thinking	10	All the analysis points is strongly logical	Some of the analysis points is strongly logical	The analysis points is illogical	Almost the analysis points is strongly illogical
Referencing	10	The references is strongly rich and significant. Follow 100% the APA style referencing.	The references is rich and significant. Follow 75% the APA style referencing.	The references is significant. Follow 50% the APA style referencing.	The references is poor. Follow under 50% the APA style referencing.
Language	10	Using the 100% a formal language for the scientific report with error-free	Using 75% a formal language for the scientific report with a little mistakes	Using 50% a formal language for the scientific report with mistakes	Using less than 50% a formal language for the scientific report with big mistakes
Format	10	Follow 100% requirement of the research format	Follow 75% requirement of the research format	Follow 50% requirement of the research format	Follow under 50% requirement of the research format
Total	100				

2. Rubric for Peer evaluation

Criteria	Percentage (%)	Excellent 100%	Good 75%	Average 50%	Weak 0%
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Timely manner	15	Present in all group meetings	Present in 75% group meetings	Present in 50% group meetings	Absent in all group meetings
Teamwork	15	Enthusiastic	Active	Satisfactory	Unwilling to compromise
Constructive ideas	20	Creative and useful	Useful	Satisfactory	Unuseful
Deadline	20	On time	Late but acceptable, not affecting overall process	Late and affecting overall process, the consequences are manageable	Late and affecting overall process, the consequences are immanageable
Quality of work	30	Fulfill requirements, innovative	Fulfill most of the requirements	Fulfill most of the requirements, but show obvious mistake	Unfulfilled

Ngày biên soạn: 18/03/2022

Giảng viên biên soạn đề thi: ThS. Nguyễn Thị Trúc Đào

Ngày kiểm duyệt: 18.03.2022

Trưởng Bộ môn kiểm duyệt đề thi: TS.Trần Thị Thùy Trang



Sau khi kiểm duyệt đề thi, **Trưởng (Phó) Khoa/Bộ môn** gửi về Trung tâm Khảo thí qua email: khaothivanlang@gmail.com bao gồm file word và file pdf.