

TRƯỜNG ĐẠI HỌC VĂN LANG
KHOA: Quan hệ công chúng – Truyền Thông

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

Mã học phần: 7PR0290

Tên học phần: Digital Media

Mã nhóm lớp học phần: 01

Thời gian làm bài (phút/ngày): 10 days

Hình thức thi: **Bài tập lớn**

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

- Upload file bài làm (word, excel, pdf...) trên trang <https://cte.vanlanguni.edu.vn/>

Format nội dung đề thi:

- Font: Times New Roman

- Size: 13

Đề bài: Create a series of digital media products for the brand based on your digital media strategy (at least 1 video, 1 earned- 1 paid- 1 owned media product).

Hướng dẫn sinh viên trình bày:

.....Submit the Report
 about the steps to create a digital media strategy for a brand.

1. Preparation step:

+ Identify goals, resources, and budget of strategy.

+ Determine the stakeholder (and stakeholder group) to engage or reach

+ Decide the platforms for digital media strategy (Which for Earn, Paid, and Owned media)

+Determine what kind of data you want to track in this strategy (reach/engagement/click rate/open email rate/....)

2. Enacting a digital media strategy

+ Explain the meaning of each media product (message/goal of 1 video, 1 earned, 1 paid, 1 owned media)

+ Clarify which method be used to advertise media products

+ SMART analyses for the strategy

3. Evaluation of the digital media strategy

+ Estimate the results for strategy.

+ Compare the estimated result with the identified goals

+ Explain the advantages & disadvantages that the brand faces with this strategy.

.....Group Presentation

.....Media Products

(that required at least 1 video, 1 earned- 1 paid- 1 owned media product)

Tiêu chí chấm điểm và thang điểm (Rubric):

Criteria	Weight (%)	Good 8 – 10	Fair 6 – 7.9	Average 4 – 5.9	Weak < 4
Content series ideas	20%	Have a unique, creative idea	There is creativity but no uniqueness	Creativity is not high	No creativity
Series production plan	30%	Have a clear and specific content production plan, apply well-learned knowledge in content planning	Having a clear content production plan, applying average the knowledge learned in content planning	There is no plan to produce complete content, limited application of knowledge learned in planning contents	The production content plan is sketchy, not applying the knowledge learned in the planning
Series products	40%	Ensure adequate amount of content by platform, and good quality of content.	Have 7/10 amount of content that required and average quality of content.	The amount of content by the platform is not enough (5/10), the quality of the content is not good,	Not enough content (less than 4/10), low quality content products
Product completion time	10%	On-time	Late 1-2 days	Late 3-5 days	Late after 5 days

Ngày biên soạn: 30/06/2022



Giảng viên biên soạn đề thi: LÊ ANH TUẤN

Ngày kiểm duyệt: 06/07/2022



Trưởng (Phó) Khoa/Bộ môn kiểm duyệt đề thi: TS. Lý Lê Trường Minh

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.