

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

I. Thông tin chung

Tên học phần:	Lý thuyết quảng cáo		
Mã học phần:	72INAD30293	Số tin chỉ:	2
Mã nhóm lớp học phần:	241_72INAD30293_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	Evaluate the creative advertisement design solutions and propose new ideas for advertising campaign	Group report + Presentation	20%	1	2	PI 2.1
CLO2	Select creative big ideas options and types of advertising media: print, radio, television, online, out of home to propose an effective advertising campaign	Group report + Presentation	20%	1	2	PI 2.3
CLO3	Design an effective advertising campaign, propose advertising activities and allocate advertising budgets to achieve advertising objectives	Group report + Presentation	30%	1	3	PI 3.3
CLO4	Think differently and creatively in idea generation, product design, content, and form to establish advertising campaign	Group report + Presentation	20%	1	2	PI 5.3
CLO5	Establish short-term and long-term goals for career development in advertising and communications industry	Group report + Presentation	10%	1	1	PI 10.1

II. Nội dung đề bài

1. Đề bài:

Choose any business or brand. Develop an advertising plan for 6 months.

2. Hướng dẫn thể thức trình bày đề bài:

- Work in groups
- Presentation and Work Report: PowerPoint slides.
- Use a clean, proper design and clear writing style.
- Cite information sources sufficiently in the slide where the information/data is being presented.

Submission

- Submit your final work report onto CTE exam page on your online account.
- Late submissions will be penalized

3. Rubric và thang điểm

Rubric 3a: Group presentation

Criteria	Weighting (%)	Excellent 80-100%	Good 60-79%	Average 40-59%	Fail under 40%
Content	30	Course-relevant and topic-relevant, and excellently provide content required.	Course-relevant and topic-relevant. Sufficiently provide content required.	Course-relevant and topic-relevant. On overall, provide enough information required	Content are relevant to the topic and requirements, but sometimes inconsistent/ irrelevant.
Flexibility in solving situations & responding to questions	20	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 communication	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
Supporting materials for the presentation	10	Vivid form: beautiful powerpoint slides, combining many images,	Powerpoint, video presentation is beautiful but cannot	Powerpoint/ the video is too simple and monotonous	Do not have presentation slides / videos

		videos, evidences, figures	combine images, vivid illustrations		
Timing	10	On time	Late (acceptable)	Late (unacceptable)	Late (unacceptable)
Personal contribution & Teamwork	10	Assign work in the team and coordinate very well	There is good division and coordination	Assigned but not reasonable. Coordination between disjointed members	There is no assignment prior to the implementatio n of the topic
Outfit	10	Formal/ Smart casual Professional look	Decent outfit	Unprofessional outfit	Bad-looking outfit
	100				

Rubric 3b: Final report

Criteria	Weighti ng (%)	Excellent 80-100%	Good 60-79%	Average 40-59%	Fail under 40%
Research/ Content	60	Research carefully and in detail about the advertising plan	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	10	- 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	20	Adequate reference	Relatively adequate reference	Inadequate reference	No reference
	100				

NGƯỜI DUYỆT ĐỀ

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

GIẢNG VIÊN RA ĐỀ



TS. Võ Văn Tuấn

TS. Lê Huy Khiêm