

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 2, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Hành vi tiêu dùng		
Mã học phần:	72MRKT40143	Số tín chỉ:	3
Mã nhóm lớp học phần:	242_72MRKT40143_01		
Hình thức thi: Dự án/Đồ án/Bài tập lớn/Tiểu luận	Thời gian làm bài:	30	Phút/ ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
Quy cách đặt tên file	<i>Student ID_Student Name_72MRKT40143_ Hành vi tiêu dùng_242_72MRKT40143_01_TIEUL_De 1</i>		

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 06/04/2025.**

1. Formatting Guide

- Font: Times New Roman
- Size: 13
- Guidance for naming exam files: *Student ID_Student Name_72MRKT40143_ Hành vi tiêu dùng_242_72MRKT40143_01_TIEUL_De 1*
- Assignment total length should be within 30 slides PowerPoint ($\pm 10\%$),
- Individuals submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted through the CTE website of VLU and on the E-learning system.

2. Sending Assignment Cover Sheet

After approving the assignment cover sheet, answers/rubric, the Head of Department/ the send assignment cover sheet to Trung Tam Khao Thi via email khaothivanlang@gmail.com including Word and Pdf files (compress and set a password for the compressed file) + messaging + naming via tel no. **0918.01.03.09** (Phan Nhật Linh).

II. Intended Course Learning Outcomes Assessed

CLO	CLO Details	Assessment Methods	CLO weight in assessment component (%)	Question No.	Maximum Grade	Matching PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Understand the concepts and terms of consumer behavior	Group Project (with Presentation)	30%	1	3	PI3.1
CLO2	Applying the main factors (cultural, social, personal, psychological) affecting consumer behavior	Group Project (with Presentation)	30%	1	3	PI3.1
CLO3	Applying the consumer buying decision process in cases	Group Project (with Presentation)	20%	1	2	PI3.1
CLO5	Have the ability to be self-directed and responsible in future study and work	Group Project (with Presentation)	20%	1	2	PI10.3

III. Assignment Requirement

1. Topic: Motivating Students to Stay in School

Assignment Title: Designing Effective Communication Messages to Promote Student Retention

Context: You are part of the marketing team at your university, tasked with increasing student retention. Your role involves segmenting students into four clusters, each reflecting one of the four functions identified by Katz (Utilitarian, Ego-defensive, Value-expressive, Knowledge). Based on these segments, you will design messages that encourage students to stay in school and complete their degrees.

Objective: Create a compelling communication campaign targeting each cluster to address the common reasons why students delay or discontinue their studies. Utilize concepts from Chapter 5 (Motivation & Affect) and Chapter 7 (Attitudes and Persuasion) to guide your design process.

Assignment Tasks and Requirements:

I. Message Design (4 marks):

- Develop four distinct messages, each addressing one of the four functions (Utilitarian, Ego-defensive, Value-expressive, Knowledge).
- Apply relevant theories from "Types of Involvement" (Chapter 5):
 - Product involvement
 - Message involvement
 - Situation involvement
- Ensure messages are persuasive, relevant, and resonate with the target audience.

Mark Breakdown:

- Alignment with Katz's Functions: 2 marks (5 marks per function)
- Application of Involvement Theories: 1 marks
- Creativity and Originality: 1 marks

II. Visual Communication (2.5 marks):

- Design one print ad and one poster that reflect the communication messages.
- The visuals should clearly convey the messages created for each cluster.

Mark Breakdown:

- Visual Appeal and Design Quality: 1 marks
- Clarity and Effectiveness of Communication: 1 marks
- Relevance to Target Audience: 0.5 marks

III. Research and Analysis (20marks):

- Provide a summary of the main reasons why students delay or drop out.
- Use data from credible sources or surveys to justify your findings.
- Clearly link this research to the messages designed.

Mark Breakdown:

- Depth and Relevance of Research: 1 marks
- Integration with Communication Strategy: 1 marks

IV. Message Effectiveness and Evaluation (1.5 marks):

- Explain why each message was chosen and how it addresses the identified dropout reasons.
- Predict and evaluate the potential effectiveness of the messages.

Mark Breakdown:

- Justification of Message Choices: 1 marks
- Practicality and Feasibility of Evaluation: 0.5 marks

Presentation requirements:

- Form a group of 4-5 members. And present the report in class for 20 minutes for each group;
- Design report using presentation slides which should be submitted individually through the CTE website and on the E-learning system;
- You should use in-text references and a list of all cited sources at the end of the report by applying APA referencing style.

2. Style and Formatting Guide

- The assignment's total length should be within 30 slides PowerPoint ($\pm 10\%$);
- Please submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted individually through the CTE website of VLU and on the E-learning system;
- File Naming: *Student ID_Student Name_72MRKT40143_ Hành vi tiêu dùng_242_72MRKT40143_01_TIEUL_De 1*
- Students are compulsory to submit the assignment on the due date and in a way requested by the Lecturer;
- This is a group assignment.

3. Grading and Rubric

Criteria	Weighting (%)	Very Good 8-10 pts	Good From 6.5 – under 8 pts	Average From 5 to under 6.5 pts	Poor Under 5
Presentation Time & Report Format	20%	<ul style="list-style-type: none"> - Perfect timing - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Adequate Timing (± 30 seconds) - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Too short or too long (± 1 minute) - Slide Quality: Layout & Visual averagely clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Finish abruptly (over ± 1 minute) - Slide Quality: Layout & Visual unclear and unclean - The group works well, shares and supports each other
Report Content	30%	<ul style="list-style-type: none"> - Very well precise, scientific - Use numbers and academic researches for evidence - Sequence information and ideas logically and skillfully; coherent 	<ul style="list-style-type: none"> - Mostly precise, scientific, still produce occasional errors - Use numbers and academic researches for evidence, still lack of accuracy 	<ul style="list-style-type: none"> - Some precise and scientific, may make some errors - Limited use numbers and academic researches for evidence information and ideas 	<ul style="list-style-type: none"> - Limited precise and scientific, make noticeable errors - No numbers and academic researches for evidence

		progression throughout	- Arrange information and ideas quite logically; clear progression throughout	relatively logically	- Lacks structure and is difficult to follow.
Understanding and Relating to Foundation Marketing Knowledge	20%	- Have a deep understanding of foundation Marketing knowledge and could relate to those theoretical parts, linking them perfectly to real-life application	- Express quite clear and thorough understanding. Could relate to Marketing knowledge with some demonstration on real-life application	- Express some understanding and basic application	- No understanding of foundation knowledge, no relation between theory and practical application.
Presentation skills	20%	- Present issues and arguments attractively and persuasively - Very good interaction with audience	- Present clearly but unattractive; arguments are quite persuasive - Good interaction with audience	- Difficult to follow but still able to understand important contents - Inadequate interaction with audiences	- Present unclearly, may not understand - No interaction with audiences
Q&A	10%	- Answer all questions correctly	- Answer all questions, still some errors	- Answer some questions	- Cannot answer

Internal Verifier

Ho Chi Minh City, 20th Feb 2025
Lecturer

PhD. Trần Nguyễn Hải Ngân

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