

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:	Social Media Marketing _ Marketing Mạng Xã Hội		
Mã học phần:	72MRKT40153	Số tín chỉ:	03
Mã nhóm lớp học phần:	242_72MRKT40153_01		
Hình thức thi: <b>Tiểu luận (có thuyết trình)</b>	Thời gian làm bài:	<b>7</b>	Ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm	Số lượng sinh viên/ nhóm	7-10 sinh viên
<b>Quy cách đặt tên file</b>	<b><i>Student ID_Student Name</i></b> <b><i>_242_72MRKT40153_01_Group Name_Final</i></b>		

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*  
*\_242\_72MRKT40153\_01\_Group Name\_Final*
- 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.
- This is a group assignment.

**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 [khaothiivanlang@gmail.com](mailto:khaothiivanlang@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

<b>CLO</b>	<b>CLO Details</b>	<b>Assessment Methods</b>	<b>CLO weight in assessment component (%)</b>	<b>Question No.</b>	<b>Maximum Grade</b>	<b>Matching PLO/PI</b>
<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6)</b>	<b>(7)</b>
<b>CLO1</b>	Interpret the concepts and terms of social media and social media marketing	Group Project (with Presentation)	20%	Task 1	2/10	ELO 3 (S)
<b>CLO2</b>	Apply knowledge to select appropriate social media Marketing strategy to increase sales for a company	Group Project (with Presentation)	20%	Task 2	2/10	ELO 4 (H)
<b>CLO3</b>	Be able to implement social media marketing tools, Facebook marketing, Website, ...	Group Project (with Presentation)	20%	Task 3	2/10	ELO 6 (H)
<b>CLO5</b>	Demonstrate a career-forward mindset and be aware of the need for lifelong learning; and mental character to pursue individual and organizational goals.	Group Project (with Presentation)	20%	Task 1,2,3	2/10	ELO 11 (S)
<b>CLO6</b>	Demonstrate a sense of civic responsibility and community responsibility.	Group Project (with Presentation)	20%	Task 1,2,3	2/10	ELO 12 (H)

## III. Assignment Requirement

## 1. Topic:

### Context:

Imagining that you work in the social marketing team of a startup company, your task is to develop a strategic social media marketing campaign over the next specific period of time on your group's choice.

### Report Requirement:

In this task, you will prepare a report covering:

**Task 1.** Analyze the current situation your company is working on and select the most suitable social media platform for the campaign (3 points)

- What are the macro and micro factors that influence your chosen company?
- Define your target audience;
- Choose the appropriate social platform for this campaign and give reasons.

**Task 2.** Define campaign objectives and design appropriate social media marketing strategies (4 points)

Select suitable social media marketing strategies. Students can refer to the 4 main zones of social media working principles by Tuten and Solomon.

**Task 3.** Develop Action Plan & Budgeting (3 points)

- Explain how your team implements your chosen social media marketing tool(s);
- Design budgeting for the campaign.

### Presentation requirements:

- Form a group of 7-10 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.

### 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\_232\_72MRKT40153\_01\_Group Name\_Final*;
- 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"> <li>- Perfect timing</li> <li>- Slide Quality: Layout &amp; Visual clear and clean</li> <li>- The group works well, shares and supports each other</li> </ul>	<ul style="list-style-type: none"> <li>- Adequate Timing (<math>\pm 30</math> seconds)</li> <li>- Slide Quality: Layout &amp; Visual clear and clean</li> <li>- The group works well, shares and supports each other</li> </ul>	<ul style="list-style-type: none"> <li>- Too short or too long (<math>\pm 1</math> minute)</li> <li>- Slide Quality: Layout &amp; Visual averagely clear and clean</li> <li>- The group works well, shares and supports each other</li> </ul>	<ul style="list-style-type: none"> <li>- Finish abruptly (over <math>\pm 1</math> minute)</li> <li>- Slide Quality: Layout &amp; Visual unclear and unclean</li> <li>- The group works well, shares and supports each other</li> </ul>
Report Content	30%	<ul style="list-style-type: none"> <li>- Very well precise, scientific</li> <li>- Use numbers and academic researches for evidence</li> <li>- Sequence information and ideas logically and skillfully; coherent progression throughout</li> </ul>	<ul style="list-style-type: none"> <li>- Mostly precise, scientific, still produce occasional errors</li> <li>- Use numbers and academic researches for evidence, still lack of accuracy</li> <li>- Arrange information and ideas quite logically; clear progression throughout</li> </ul>	<ul style="list-style-type: none"> <li>- Some precise and scientific, may make some errors</li> <li>- Limited use numbers and academic researches for evidence information and ideas relatively logically</li> </ul>	<ul style="list-style-type: none"> <li>- Limited precise and scientific, make noticeable errors</li> <li>- No numbers and academic researches for evidence</li> <li>- Lacks structure and is difficult to follow.</li> </ul>
Understanding and Relating to Foundation Marketing Knowledge	20%	<ul style="list-style-type: none"> <li>- Have a deep understanding of foundation Marketing knowledge and could relate to those theoretical parts, linking</li> </ul>	<ul style="list-style-type: none"> <li>- Express quite clear and thorough understanding. Could relate to Marketing knowledge with some</li> </ul>	<ul style="list-style-type: none"> <li>- Express some understanding and basic application</li> </ul>	<ul style="list-style-type: none"> <li>- No understanding of foundation knowledge, no relation between theory and</li> </ul>

		them perfectly to real-life application	demonstration on real-life application		practical application.
Presentation skills	20%	<ul style="list-style-type: none"> <li>- Present issues and arguments attractively and persuasively</li> <li>- Very good interaction with audience</li> </ul>	<ul style="list-style-type: none"> <li>- Present clearly but unattractive; arguments are quite persuasive</li> <li>- Good interaction with audience</li> </ul>	<ul style="list-style-type: none"> <li>- Difficult to follow but still able to understand important contents</li> <li>- Inadequate interaction with audiences</li> </ul>	<ul style="list-style-type: none"> <li>- Present unclearly, may not understand</li> <li>- No interaction with audiences</li> </ul>
Q&A	10%	<ul style="list-style-type: none"> <li>- Answer all questions correctly</li> </ul>	<ul style="list-style-type: none"> <li>- Answer all questions, still some errors</li> </ul>	<ul style="list-style-type: none"> <li>- Answer some questions</li> </ul>	<ul style="list-style-type: none"> <li>- Cannot answer</li> </ul>

**Internal Verifier**

*Ho Chi Minh City, 20<sup>th</sup> Mar 2025*

**Lecturer**

**PhD. Trần Nguyễn Hải Ngân**

**MBA. Nguyễn Hữu Lan Thuỷ**