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 3, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Digital Marketing _ Marketing Kỹ Thuật Số			
Mã học phần:	72MRKT40093		Số tin chỉ:	03
Mã nhóm lớp học phần:	243_72MRKT40093_01			
Hình thức thi: **Tiểu luận (có thuyết trình)**		Thời gian làm bài:	**7**	Ngày
☐ Cá nhân	☒ Nhóm	Số lượng sinh viên/ nhóm	4-5 sinh viên	
Quy cách đặt tên file	***Student ID_Student Name _243_72MRKT40093_01_Group Name_Final***			

III. Assignment Requirement
1. Topic:

Context:
Imagining that you work in the digital marketing team of a given company, your task is to develop a strategic digital 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 and Select Digital Channels (3 points)
- Define your chosen company and the customer persona you have developed.
- What are the key macro and micro factors currently influencing the company's digital marketing efforts?
- Identify your persona's digital behavior and justify your choice of digital marketing channels (e.g., social media, email, website, search engine, etc.).

Task 2. Define Campaign Objectives and Content Strategy (4 points)
- Set clear and measurable marketing objectives (e.g., brand awareness, engagement, conversion).
- Develop content ideas tailored to the selected persona's needs and preferences.
- Suggest how to personalize content across the chosen digital platforms.
- Students may refer to the Content Marketing Matrix (Smart Insights) to support their content strategy based on campaign goals (e.g., to Educate, Entertain, Inspire, or Convince).

Task 3. Action Plan and Use of Data (3 points)

- Describe how your team will carry out the campaign (e.g., what content will be posted, when, and where).
- Suggest simple ways to **use audience feedback or basic data** (likes, shares, comments, reach, views) to check how well the campaign is doing.
- Give examples of how your team might **adjust the campaign** (e.g., change content, posting time, or channel) based on what the data shows.
  Note: You are not required to run a real campaign. You may assume possible results (such as low engagement or higher reach on a specific platform) and suggest reasonable adjustments accordingly.

Presentation requirements:
- Form a group of **4–5 members**. Each group will present their report **in class for 20 minutes**.
- Design your campaign report using **presentation slides**.
- **Only one group member** is required to submit the final slides to both the **CTE website** and the **E-learning system**.
- The submission must include a **Group Contribution Evaluation Form**, clearly describing each member's role and contribution in the project.
- You must include **in-text references** and a **reference list** at the end of the presentation, following **APA referencing style**.

3. Grading and Rubric

Criteria	Weighing (%)	Very Good 8-10 pts	Good From 6.5 – under 8 pts	Average From 5 to under 6.5 pts	Poor Under 5
Presentationon Time & Report Format	20%	- Perfect timing - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other	- Adequate Timing (± 30 seconds) - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other	- Too short or too long (± 1 minute) - Slide Quality: Layout & Visual averagely clear and clean - The group works well, shares and supports each other	- Finish abruptly (over ± 1 minute) - Slide Quality: Layout & Visual unclear and unclean - The group works well, shares and supports each other
Report Content	30%	- Very well precise, scientific - Use numbers and academic researches for evidence - Sequence information and	- Mostly precise, scientific, still produce occasional errors - Use numbers and academic researches for	- Some precise and scientific, may make some errors - Limited use numbers and academic researches for	- Limited precise and scientific, make noticeable errors - No numbers and

		ideas logically and skillfully; coherent progression throughout	evidence, still lack of accuracy - Arrange information and ideas quite logically; clear progression throughout	evidence information and ideas relatively logically	academic researches for evidence - Lacks structure and is difficult to follow.
Understanding and Relating to Foundation Marketing Knowledge	20%	- Have a deep understanding of foundation Digital 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 June 2025
Lecturer

PhD. Trần Nguyễn Hải Ngân

MBs. Nguyễn Thị Thanh Hiền