

BUSM212 Integrated Digital Marketing Communications and Campaigning

Assessment Brief 2024-2025

100% 3,000-word Individual Project Submission

Deadline: Monday, 28 April, 2025; 3:00 pm

In this assignment, students are required to propose a digital marketing communication campaign in the UK market for a brand of their choice, using the knowledge introduced in the module and/or beyond. The campaign plan should be presented in a business report and include the following content.

Executive Summary

Write a concise overview of the report's main arguments, findings, and recommendations. The summary should be no more than 250 words.

Introduction

Briefly introduce your chosen brand, such as what it is, its marketing STP, and the current status of its marketing communications. Please do not give a history lesson or overload with information irrelevant to the analysis in the report.

Situation Analysis

Provide an analysis of the UK market relevant to your chosen brand. The analysis should examine the market trend, environmental factors, and immediate competitors (top 3 competitors). This section can be concluded with a SWOT, identifying the chosen brand's digital capability and marketing needs, and demonstrating the rationale for the marketing communications that will be developed in the next campaign planning.

IMC Campaign Planning

Following the previous analysis of the brand, develop a plan for an integrated marketing communication campaign to promote the brand in the UK market.

The campaign plan must include:

- *Set communication objectives.* The objectives should be concrete and realistic, and be developed using appropriate approaches/models. Be clear about the marketing objectives versus communication objectives.
- *Present communication mix.* Develop a communication mix that includes at least two promotional approaches. Justify how the mix will serve the objectives.
- *Design creative strategies.* The creative strategy should specify the campaign themes (slogan or tagline) and promotional messages (content, structure and design). Please justify your creative strategies in the light of different appeals and the processing of communications.
- *Develop media strategies.* You are expected to explicitly discuss a justified choice of the media mix (which media channels and tools, and why), target market coverage, scheduling, reach and frequency, and other aspects of the media plan.
- *Measure campaign effectiveness.* Briefly discuss how to assess the outcomes of the proposed campaign against the established objectives.

Conclusions

Conclude the report with a discussion about the integrated approach applied to your communication planning, that is, how the proposed marketing communications are managed in an integrated manner.

References list

Sources used in the report (e.g., books, academic journals, industrial reports, web sources etc.).

Notes:

- The components listed in the assessment brief are required in the assignment. The overall structure should follow, but you can customise headings/subheadings in the “IMC Campaign Planning” section to suit your plan.
- The report should not exceed 3000 words. The executive summary, reference list, tables and figures are NOT included in the word limit. There is no +10% margin allowed for this assignment. Please indicate the word count on the cover page of your report.
- Guideline for formatting:
 - Page setup: A4, 1-inch margins, pages must be numbered
 - Text: Arial, Calibri or Times New Roman, size 11 point, single or 1.5 line spacing, body text should be justified.
 - Please include a cover page, including the title of the report, your name and student ID, module code and word count.
- You should provide theoretical and practical clarity with links to academic literature and non-academic sources (a good balance is expected). The academic literature used in the report is expected to be from top-quality journals (ABS 3 and above). All the sources need to be properly cited in the text and put in the reference list. Failure to do so may result in plagiarism. Please use the Harvard referencing style.
- Tables and figures are expected to be used across your work. They must include captions and sources (if retrieved, screenshotted, or adapted from other sources), and should be presented in a readable style.
- Appendix is optional. You may include a reasonable amount of supporting materials in an appendix only if you deem it necessary and relevant. Please do not use the appendix as an alternative location for work that should appear in the main text.
- The assignment requires a proposal for an IMC campaign, that is, you will need to create an IMC plan instead of analysing the brand’s existing marketing activities and communications. However, you can propose to make incremental improvements to IMC planning if the brand has relatively mature IMC strategies.
- In addition to brands, you may also choose to work on a particular product/service/organisation. There is no need to select a big brand; in fact, a small brand or a local organisation may offer greater opportunities for exploration and creation.

BUSM212 Individual Assignment – Marking Scheme

Assessment Criteria	70 and above	60-69	50-59	50 and below
Executive Summary and Introduction (5%)	Executive summary is clear and concise, covering all key points. Introduction effectively presents the brand and relevant information, highlighting its IMC initiatives.	Executive summary is clear, covering all key points. Introduction presents the brand and some relevant information, highlighting its IMC initiatives.	Executive summary covers most key points and could be more concise/clearer. Introduction broadly presents the brand and some relevant information, and description of its IMC initiatives could be clearer.	Executive summary is unclear, incomplete, or missing. Introduction lacks information about the brand and its IMC initiatives.
Situation analysis (15%)	Excellent understanding of relevant issues in the market and internal environment. The brand's situation and communications needs are clearly identified.	Sound understanding of relevant issues in the market and internal environment. The brand's situation and communications needs are clearly identified.	Adequate understanding of relevant issues in the market and internal environment. The brand's situation and communications needs are partially identified.	Inadequate understanding of relevant issues in the market and internal environment. The brand's situation and communications needs are not identified.
IMC Campaign Planning (60%)	Excellent development of an IMC plan, with clear and realistic objectives, and insightful strategies. The proposal is creative and deliverable. Decisions are clearly justified, with the support of appropriate models and approaches. Excellent synthesis and application of theories.	Sound development of an IMC plan, with clear and realistic objectives, and predominantly insightful strategies. The proposal is mostly creative and deliverable. Decisions are reasonably justified, with the support of appropriate models and approaches. Good synthesis and application of theories.	The development of an IMC plan is largely complete with the objectives and strategies defined and reasoned. The proposal is creative and deliverable but has obvious flaws/limitations at places. Decisions are largely justified, and there is adequate application of theories, models and approaches.	The development of an IMC plan is incomplete without clear objectives and strategies defined and reasoned. The proposal is limited in terms of being creative and deliverable. Decisions are not fully justified, and there lacks appropriate application of theories, models and approaches.
Conclusions (10%)	Excellent summary of the analysis. There is an excellent discussion about the integrated approach applied to the planning.	Good summary of the analysis. There is a clear discussion about the integrated approach applied to the planning.	Clear summary of the analysis. There is a reasonable discussion about the integrated approach applied to the planning.	The summary of the analysis is limited or missing. The integrated approach applied to the planning is vague.
Academic writing, structure, and presentation (10%)	Excellent structure and coherent, concise and fluent arguments in discipline-specific academic language. Sources are properly referenced and referencing is accurate and consistent.	Well-organised arguments, mostly logical, concise and in discipline-specific academic language. Sources are largely well-referenced and referencing is generally accurate and consistent.	Reasonably-organised arguments, generally logical, concise and coherent and mostly in discipline-specific academic language. Sources are mostly referenced though referencing is inaccurate or incomplete in places.	Argument is partially organised and not coherent. Some discipline-specific academic language is used. Sources are not properly referenced and referencing is inaccurate or incomplete.

Overall Marking Criteria

Distinction (70%+)

Learning outcomes have been met to a very high standard. Demonstrates an exemplary understanding of links between theory and practice demonstrated from the proposal.

Highly effective and sustained arguments, demonstrating exemplary level of understanding of the topic and associated issues/debates.

Work demonstrates a very high standard of critical analysis and/or originality and creativity. Employs ideas, concepts, and theory to good effect.

Merit (60-69%)

Learning outcomes have been met to a good standard. Demonstrates good understanding of the link between theory and practice and practical issues in the proposal. Attains a good level of scholarship but lacks sophistication of a distinction-level piece.

Work demonstrates understanding of the topic and associated issues/debates.

Work contains some good examples of critical analysis but limited originality and creativity in use of ideas, concepts and theory.

Pass (50-59%)

Learning outcomes have been met satisfactorily. Demonstrates some understanding of link between theory and practice and practice related issues and/or standards in the IMC campaign planning.

Competent work, with evidence of engagement in the relevant issues, but little originality and only occasional insight. Gaps in understanding and knowledge. The plan is balanced more towards a descriptive rather than a critical, analytical treatment.

Fail (<50%)

Learning outcomes have not been met to the minimum required level. Understanding of link between theory and practice and practice-related issues and/or standards is limited. There are gaps in developing an IMC plan, little or no support from evidence to justify the selected course of action.

Work demonstrates little/no engagement in relevant issues with gaps in understanding and knowledge. The plan needs to take into consideration facts for implementation.