

MKT 265 Final Project II Guidelines and Rubric

Overview

The digital marketing landscape is constantly changing, and companies must be nimble and able to develop, evaluate, and change their digital marketing strategies in a short amount of time. Traditional marketing allowed marketers to create brand messaging and control how it was shared with an audience. But now more than ever, control over what is said about a brand or product has been put into the hands of consumers. The internet, social media, and mobile platforms have given rise to the voice of customers, and marketers have had to adapt.

For your final project, you will select a brand from a provided list and analyze its current digital marketing strategy. Using this written analysis (Final Project I), you will then develop a digital marketing plan (Final Project II). This plan will show where the brand's strengths and weaknesses are within its digital marketing presence. Referencing your findings, you will develop recommendations for how the brand can improve its digital marketing strategies and ensure it is using these platforms effectively. This process is vital in the marketing field, as it is through constant review and analysis that marketers are able to make informed decisions regarding strategies.

The final product will be submitted in **Module Seven**.

In this assignment, you will demonstrate your mastery of the following course outcomes:

- Determine the role of market research in developing strategic digital marketing plans
- Analyze digital marketing campaigns for determining their role in effective marketing communications
- Develop digital marketing plans that align with organizations' larger marketing strategies
- Examine digital marketing activities for identifying and addressing possible legal and ethical implications in digital marketing

Prompt

For your presentation, you will use your analysis of your selected brand to create a digital marketing presentation that communicates the brand's message and suggests improvements. This presentation is a representation of you as a professional. With that in mind, be sure that you are creating this presentation in a way that displays professionalism. Elements on each slide should be chosen strategically and purposefully.

Specifically, the following **critical elements** must be addressed:

I. **Presentation**

- A. Develop a slide that presents an **overview** of the brand and marketing campaign. Support your slide with speaker notes or audio.
- B. Develop a slide that presents an overview of the **evaluation** you conducted of the brand's digital strategies. Support your slide with speaker notes or audio.

- C. Develop a series of slides, using real-world examples or images of your own, that describe the **digital campaigns** (social media, online, and mobile) you are proposing the brand should create. Support your slides with speaker notes or audio.
- D. Develop a slide that presents an overview of the **marketing research** used to inform your proposed digital campaigns.
- E. Develop a slide that presents an **overview of legal and ethical concerns** that must be addressed prior to launching your campaign.

Final Project II Rubric

Guidelines for Submission: For this part of the final project, you will submit a PowerPoint presentation. The presentation should be 10–12 slides and utilize either speaker notes or audio. Use the latest guidelines for APA formatting as needed.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Presentation: Overview	Meets “Proficient” criteria, and overview of brand and marketing campaign is exceptionally clear and contextualized	Develops a slide that presents an overview of the brand and marketing campaign	Develops a slide that presents an overview of the company brand and marketing campaign, but overview is cursory or lacks clarity	Does not develop a slide that presents an overview of the brand and marketing campaign	13.8
Presentation: Evaluation	Meets “Proficient” criteria and demonstrates a sophisticated awareness of necessary information to present a high-level overview or summarize relevant information	Develops a slide that presents an overview of the evaluation conducted of the brand’s social digital strategies	Develops a slide that presents an overview of the evaluation conducted of the brand’s social digital strategies, but overview is cursory or lacks clarity	Does not develop a slide that presents an overview of the evaluation	11.5
Presentation: Digital Campaigns	Meets “Proficient” criteria, and proposed digital campaign is comprehensively portrayed through the use of real-world examples or images	Develops a series of slides, using real-world examples or images, that describe the brand’s proposed digital campaign	Develops a series of slides that describe the brand’s proposed digital campaign, but description is cursory, or real-world examples or images are inappropriate or nonexistent	Does not develop a series of slides that describe the brand’s proposed digital campaign	13.8
Presentation: Marketing Research	Meets “Proficient” criteria, and overview of marketing research is exceptionally clear and contextualized	Develops a slide that presents an overview of the marketing research used to inform the proposed digital campaigns	Develops a slide that presents an overview of the marketing research used to inform the proposed digital campaigns, but overview is cursory or lacks clarity	Does not develop a slide that presents an overview of the marketing research used to inform the proposed digital campaigns	23

Presentation: Overview of Legal and Ethical Concerns	Meets “Proficient” criteria, and overview demonstrates an insightful awareness of legal and ethical concerns that must be addressed	Develops a slide that presents an overview of legal and ethical concerns that must be addressed prior to launching the campaign	Develops a slide that presents an overview of legal and ethical concerns that must be addressed prior to launching the campaign, but overview is cursory or lacks clarity	Does not develop a slide that presents an overview of legal and ethical concerns that must be addressed prior to launching the campaign	23
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	14.9
Total					100%