

MCM502 Web Strategy
Assignment 3 Brief
S1 2022

CLIENT: Your client for this assignment is the Digitisation Centre of WA (DCWA).
<https://www.uwa.edu.au/schools/research/the-digitisation-centre-of-western-australia>

THE TASK

To develop a web communication strategic plan (in the form of a written proposal) focussing on three key outcomes:

1. A new website showcasing the project, publications from research, project outcomes, stories from partners and stakeholders.
2. Social media presence
3. A podcast or webinar series showcasing the outcomes from the project

TIMELINE

1 year June 2022-June 2023.

BUDGET

\$5,000 (plus sponsorship/in-kind)

THE REPORT

You can present your campaign plan in any way that you wish but a suggested structure is:

1. Overview
 - 1.1 Background
 - 1.2 Issues/Opportunities
 - 1.3 SWOT Analysis
 - 1.4 Campaign Summary
2. Campaign Aims and Objectives
3. Publics, audiences and stakeholders
4. Campaign Message
5. Campaign Strategies
6. Channels and Tactics
7. Campaign Schedule
8. Budget
9. Evaluation/Modification
10. Appendix

CLIENT BRIEF NOTES: