



MKT7007

## **Social Media Marketing**

# **Strategic Social Media Audit and Campaign Plan**

**Date for Submission:** Please refer to the timetable on ilearn

**(The submission portal on ilearn will close at 14:00 UK time  
on the date of submission)**

Page 1 of 8

[1362]



## Assignment Brief

---

As part of the formal assessment for the programme you are required to submit a **Social Media Marketing** assignment. Please refer to your Student Handbook for full details of the programme assessment scheme and general information on preparing and submitting assignments.

### Learning Outcomes:

After completing the module, you should be able to:

1. Critically analyse the business and marketing environment using a range of analytical approaches and evaluative techniques.
2. Explore the impact of social media marketing on marketing communications and advertising at an advanced level with underpinning research
3. Design an advanced marketing plan, supported by wider literature and theoretical frameworks to demonstrate an understanding of social media marketing tools and techniques to generate effective advertising
4. Analyse and assess the most effective and innovative social media tools to ensure an organisation's long-term survival.
5. (GA) Effective Communication. Effectively communicate both, verbally and in writing, using a range of media widely used in relevant professional context. Be IT, digitally and information literate



## Guidance

Your assignment should include: a title page containing your student number, the module name, the submission deadline and the exact word count of your submitted document; the appendices if relevant; and a reference list in AU Harvard system(s). You should address all the elements of the assignment task listed below. Please note that tutors will use the assessment criteria set out below in assessing your work.

**You must not include your name** in your submission because Arden University operates anonymous marking, which means that markers should not be aware of the identity of the student. However, please do not forget to include your STU number.

**Maximum word count:** 5000 words equivalent, consisting of a 20-minute presentation (equivalent to 2000 words) and a 3000-word report.

Please refer to the full word count policy which can be found in the Student Policies section here: [Arden University | Regulatory Framework](#)

### Please note the following:

Students are required to indicate the exact word count on the title page of the assessment.

The word count includes everything in the main body of the assessment (including in text citations and references). The word count excludes **numerical data in tables, figures, diagrams, footnotes, reference list and appendices. ALL other printed words ARE included in the word count.**

*Please note that exceeding the word count by over 10% will result in a 10-percentage point deduction.*



## Assignment Task

---

**Working as a social media marketing consultant, you have been asked by the UK Midland Hurricanes Rugby Team to produce a social media audit and a strategic social media campaign plan to drive brand awareness and grow ticket sales across the Midlands region.**

The Midland Hurricanes are a semi-professional Rugby League club based in Coventry, England, formed in 1998. Their major honours include winning the National League 3 title in 2004 (now called Rugby League Conference National Division) and the Rugby League Conference in 2002. Acting as a social media consultant you will be asked to produce a social media audit and create an innovative social media plan to:

**'Raise awareness of the sport and the live games in order to create ticket sales'**

### **Part A: Social Media Audit (Narrated PowerPoint Presentation) (20 mins in duration)**

Before you can begin the process of developing a social media marketing strategy, you will first need to produce an audit of the client's existing social media presence. This should include:

- **Background context** – outline the background context, including some introductory information on the brand and industry in which it operates. In particular it would be useful to critically evaluate wider social media marketing trends within the industry itself.
- **Social media inventory** – which platforms are being used, how often and for what types of activities? If the brand is using many platforms, pick the most important channels and use these as the basis for your audit.
- **Current performance** – assess the performance of specific channels and determine what has been working well and where the brand is falling short. To do this, you will need to use a range of engagement metrics (followers, likes, shares, retweets, responses) and business metrics (conversion rates, leads, revenue). You could also review the effectiveness of the brand's content strategy and how this contributes to its current performance.
- **Opportunities for improvement** – outline a few key recommendations for improving the brand's social media performance. You may also wish to consider the activities of competitors and what can be learned from their use of social media.

Your audit will be presented to the client via a 20 mins narrated PowerPoint presentation. You do not have to be visible, however your voice should be audible on the PowerPoint file. At the end, you **MUST** include a slide detailing the references you used in your presentation.



## **Part B: Strategic Social Media Campaign Plan – 3000 words (report format)**

Once you have completed a comprehensive social media audit, you will be in a good position to develop a strategic social media campaign plan using the SOSTAC framework. This should include the following elements:

- **Situational analysis** - Outline and reaffirm the business context from the client brief. What challenges/opportunities have you been asked to address?
- **Objectives** – in line with the client brief, set clear goals and SMART objectives for your campaign plan. At this stage you should also think about selecting appropriate CSFs, KPIs and dashboards. How many people do you want to reach?
- **Strategy** – you should think about segmentation/targeting (e.g., digital personas) the social media mix and channel selection; messaging; engagement and content strategy and the multichannel experience. Specifically, who are you targeting, where are they and how will you engage them at each stage of the buyer journey?
- **Tactics and action** – at this stage you should outline the specifics around how you intend to carry out your social media campaign. You should include a detailed content calendar. You may also consider the role of brand ambassadors and influencers in amplifying your message/s. What activities will you undertake to maximise results with limited budgets?
- **Control/Evaluation** – using the RACE framework, you should think about how different parts of your plan will be measured and evaluated – including the metrics and tools used to do so.

**(Total Assignment Part A & B: 5000 words)  
(100 marks)  
(LOs: 1, 2, 3, 4 & 5)**

**End of questions**

Page 5 of 8  
[1362]



## Formative Feedback

---

You have the opportunity to submit a draft to receive formative feedback.

The feedback is designed to help you develop areas of your work and it helps you develop your skills as an independent learner.

If you are a distance learning student, you should submit your work, by email, to your tutor, no later than 2 weeks before the actual submission deadline. If you are a blended learning student, your tutor will give you a deadline for formative feedback and further details.

Formative feedback will not be given to work submitted after the above date or the date specified by your tutor - if a blended learning student

## Referencing Guidance

---

You **MUST** underpin your analysis and evaluation of the key issues with appropriate and wide ranging academic research and ensure this is referenced using the AU Harvard system(s).

Follow this link to find the referencing guides for your subject: [Arden Library](#)

## Submission Guidance

---

**Assignments submitted late will not be accepted and will be marked as a 0% fail.**

Your assessment can be submitted as a single Word (MS Word) or PDF file, or, as multiple files.

If you chose to submit multiple files, you must name each document as the question/part you are answering along with your student number ie Q1 Section A STUXXXX. **If you wish to overwrite your submission or one of your submissions, you must ensure that your new submission is named exactly the same as the previous in order for the system to overwrite it.**

You must ensure that the submitted assignment is all your own work and that all sources used are correctly attributed. Penalties apply to assignments which show evidence of academic unfair practice. (See the Student Handbook which is available on the A-Z key information on iLearn.)



### Assessment Criteria (Learning objectives covered - all)

**Level 7** is characterised by an expectation of students' expertise in their specialism. Students are semi-autonomous, demonstrating independence in the negotiation of assessment tasks (including the major project) and the ability to evaluate, challenge, modify and develop theory and practice. Students are expected to demonstrate an ability to isolate and focus on the significant features of problems and to offer synthetic and coherent solutions, with some students producing original or innovative work in their specialism that is potentially worthy of publication by Arden University. A clear appreciation of ethical considerations (as appropriate) is also a prerequisite.

Grade	Mark Bands	Generic Assessment Criteria
Distinction	80%+	Outstanding analysis of key issues and concepts/ outstanding development of conceptual structures and argument, making consistent use of scholarly conventions. Outstanding <i>research skills, independence of thought, an extremely high level of intellectual rigour and consistency, exceptional expressive / professional skills, and outstanding creativity and originality.</i> Outstanding <i>academic/intellectual skills.</i> Work pushes the boundaries of the discipline and demonstrates an awareness of relevant ethical considerations. <i>Work may be considered for publication by Arden University.</i>
	70-79%	Excellent analysis of key issues and concepts/ excellent development of conceptual structures and argument, making consistent use of scholarly conventions. <i>Excellent research skills, independence of thought, an extremely high level of intellectual rigour and consistency, exceptional expressive / professional skills, and substantial creativity and originality.</i> <i>Excellent academic/intellectual skills.</i> Work pushes the boundaries of the discipline and demonstrates an awareness of relevant ethical considerations. <i>Work may be considered for publication by Arden University.</i>
Merit	60-69%	Very good level of competence demonstrated. High level of theory application. Very good analysis of key issues and concepts. Development of conceptual structures and argument making consistent use of scholarly conventions. Some evidence of original thought and a general awareness of relevant ethical considerations.
Pass	55-59%	A good performance. A good knowledge of key issues and concepts. Fairly descriptive, with some analysis of existing scholarly material, and some argument development. Limited evidence of original thought. Some awareness of relevant ethical considerations. Good professional skills (where appropriate).



<b>Pass</b>	50-54%	<p>A satisfactory performance. Basic knowledge of key issues and concepts. Generally descriptive, with restricted analysis of existing scholarly material and little argument development. Use of scholarly conventions inconsistent. The work lacks original thought. Limited awareness of relevant ethical considerations. Satisfactory professional skills (where appropriate).</p>
<b>Marginal fail</b>	40-49%	<p><i>Limited research skills impede use of learning resources and problem solving.</i>  <i>Significant problems with structure/accuracy in expression. Very weak academic / intellectual / professional skills.</i>  <i>Limited use of scholarly conventions.</i>            Errors in expression and the work may lack structure overall.</p>
<b>Clear fail</b>	39% and below	<p>A poor performance in which there are substantial gaps in knowledge and understanding, underpinning theory and ethical considerations.  <i>Little evidence of research skills, use of learning resources and problem solving.</i>  <i>Major problems with structure/ accuracy in expression.</i>            Professional skills not present.  <i>Very weak academic / intellectual / professional skills.</i>    <i>No evidence of use of scholarly conventions.</i></p>