MKTG8033 Social Media Marketing

Social Media Analysis Report
Guideline and Marking Criteria

Weighting: 35%

Due date: Friday of Week 9, 11:55pm (Turnitin submission)

Word limit: 2000 (+/-10%)

Social Media Analysis Report requires students to critically evaluate **an existing real-life social media marketing campaign**. At the conclusion of this assignment, students should demonstrate their ability to critically analyse the effectiveness of organisations' social media marketing activities, and campaigns, as well as to provide recommendations for future improvements.

o Your Social Media Analysis Report must bring together multiple types of information to provide a critical reflection and evaluation of an existing/ past SM campaign.

o You are encouraged to integrate **a wide range of external sources** such as high-quality journal articles, industry reports, news articles, and other credible digital sources e.g. podcasts, blogs, YouTube videos to support and justify your arguments.

o Your report must include **at least 6 high quality journal articles** from top marketing journals such as: *Journal of Marketing, Journal of Consumer Research, Academy of Marketing Science Journal, Journal of Business Research, Psychology & Marketing, International Journal of Research in Marketing, Journal of Interactive Marketing, European Journal of Marketing*, etc.… If in doubt find out the journal ranking or consult with your lecturer.

o **Word limit (2000 +/-10%)** excludes tables, figures, the reference list, title page and any appendices.

o **Accurate Referencing.** All sourced content must be referenced appropriately using Harvard referencing format.

o *Social Media Analysis Report must be submitted via Turnitin on iLearn by the due date:* **Friday of week 9, 11:55pm.**

Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

Assessment Guideline | Social Media Analysis Report:

Introduction and background **(4 marks)**	• Provide a brief overview of the **brand involved, and its SM presence**. • Provide a broad review of the **campaign background**, the motivations behind running such a campaign, and any interesting relevant observations. **Tip**: you may refer to both secondary information you find via credible sources, and your own observation in social media i.e. social listening.
Strategy Development Analysis **(10 marks)**	Critically evaluate the **chosen campaign** with regards to its: 1. Goals/ objectives. 2. SM strategies, activities. 3. Segmentation and target audience selection. 4. Media plan, media schedule and posts. 5. Audience engagement strategies. 6. Content development (e.g. content type, design, platform, …) and strategies. 7. Ethical considerations. (**Note**: you need to address at least 4 items of the above 7 criteria items).
Implementation & Monitoring Analysis **(5 marks)**	Critically evaluate the chosen campaign with regards to its: • **Implementation strategies** (e.g. platform-specific tactics and tools). • **Tracking approach, measuring**, and **evaluation**.
Future Recommendation **(5 marks)**	• What are your **recommendations** that can help the campaign developers to improve their campaign's effectiveness/ success in the future?
User Generated Insights **(5 marks)**	• What **insights** did you gain from analysing the audience feedback (comments, reviews, likes, shares etc) to company-generated content for the chosen campaign? **Tip:** you may integrate/ quote some relevant real-life UGC (e.g. consumers' feedback, comments, reviews, etc) on social media, to support/ justify your critical evaluation, and recommendations. (**Note:** you don't need to address this criterion in a separate section, it's best to incorporate the UG Insights throughout the report in multiple sections).
Incorporation of academic journal articles **(3 marks)**	• Your report must include **at least 6 high quality journal articles** from top marketing journals.
Grammar & accurate referencing **(3 marks)**	• **Accurate Referencing.** All sourced content must be referenced appropriately (both in-text citations and reference list) using Harvard style format.

Marking Rubric | Social Media Analysis Report:

	Not Attempted (0)	FAIL (0-49) – Unsatisfactory performance	PASS (50-64) – Basic performance	CREDIT (65-74) – Good performance	DISTINCTION (75-84) – Superior performance	HIGH DISTINCTION (85-100) - Outstanding performance
Introduction and background (11%)	Not attempted or entirely or significantly plagiarized from other sources.	Limited overview of the brand & the campaign, no discussion on motivations/ interesting observations, no support	Some overview of the brand & the campaign, limited discussion on motivations/ interesting observations, limited support	A comprehensive overview of the brand & the campaign, some discussion on motivations/ interesting observations, some support	A great overview of the brand & the campaign, good discussion on motivations/ interesting observations, great support through citing credible sources	An outstanding overview of the brand & the campaign, great reflection on motivations/ interesting observations, great support through citing high-quality sources
Strategy Development Analysis (29%)	Not attempted or entirely or significantly plagiarized from other sources.	Limited descriptive analysis of strategy development, provides inaccurate information and/or incorrect interpretation, no support	Superficial descriptive analysis evaluating only some of the components, limited application of SMM theories/ concepts, limited support & justification	Critical analysis evaluating most of the components, good application of SMM theories/ concepts, good support & justification	Comprehensive critical analysis evaluating almost all of the components, great application of appropriate SMM theories/ concepts, great support & justification through citing multiple credible sources	In-depth critical analysis evaluating all of the components, advanced application of appropriate SMM theories/ concepts, outstanding support & justification through citing multiple high-quality sources
Implementation & Monitoring Analysis (14%)	Not attempted or entirely or significantly plagiarized from other sources.	Limited descriptive analysis of implementation and monitoring, provides inaccurate information and/or incorrect interpretation, no support	Superficial descriptive analysis evaluating only some of the components, limited application of SMM theories/ concepts, limited support & justification	Critical analysis evaluating most of the components, good application of SMM theories/ concepts, good support & justification	Comprehensive critical analysis evaluating almost all of the components, great application of appropriate SMM theories/ concepts, great support & justification through citing multiple credible sources	In-depth critical analysis evaluating all of the components, advanced application of appropriate SMM theories/ concepts, outstanding support & justification through citing multiple high-quality sources
Future Recommendation (14%)	Not attempted or entirely or significantly plagiarized from other sources.	Some recommendations that do not seem very practical/ effective, mainly based on personal opinion, no support	Some recommendations that may seem practical/ effective to some extent, limited support	Good comprehensive recommendations that seem practical/ effective, good support & justification	Excellent effective recommendations, provides new insights, examples & trends that constitute advanced reflection & application of insights gained in the unit, great support & justification	Outstanding novel recommendations, provides new original insights & creative ideas that reflect extended knowledge and expert skills in SMM, great support & justification
User Generated Insights (14%)	Not attempted or entirely or significantly plagiarized from other sources.	Limited incorporation of audience feedback on social media, no link between audience insights and analysis/recommendations	Some incorporation of audience feedback on social media, limited link between audience insights and analysis/recommendations	Good incorporation of audience feedback on social media, some links between audience insights and analysis/recommendations	Great incorporation of audience feedback on social media, discussing some relevant examples, clear links between audience insights and analysis/recommendations	An outstanding incorporation of audience feedback on social media, showcasing great examples, great links between audience insights and analysis/recommendations
Incorporation of academic journal articles (9%)	Not attempted or entirely or significantly plagiarized from other sources.	Insufficient number (less that 6) of peer reviewed high-quality academic journal articles.	Minimum number (6) of peer reviewed high-quality academic journal articles.	7-8 peer reviewed high-quality academic journal articles from top journals.	9-10 peer reviewed high-quality academic journal articles from top journals.	11 or more peer reviewed high-quality academic journal articles from top journals.
Grammar & accurate referencing (9%)	Not attempted or entirely or significantly plagiarized from other sources.	Frequent spelling & grammatical errors, Fails to use full Harvard referencing, both in-text citations & reference list	Some spelling & grammatical errors, followed full Harvard referencing format however with some major errors	Good writing quality with no spelling & grammatical errors, followed full Harvard referencing format with some minor errors	Great quality of writing with no spelling & grammatical errors, clear & logical expression of ideas/ arguments, strictly adherence to full Harvard referencing format	Outstanding formal academic writing, a justified, concise & logical expression of ideas/ arguments, strictly adherence to full Harvard referencing format