

Digital Marketing Assignment Guidelines

In this exercise, you will develop a digital marketing campaign. The assignment is 2250 words (+/- 10%, including the main text and tables, excluding figures and references) including an executive summary of approximately 250 words. In this executive summary, you will be highlighting the most important aspects of your proposal, such as your target market and key areas of focus. The organization/brand you choose or create (i.e., either existing or imagined organization) can be for-profit or non-profit (e.g., public service, political organization, NGO).

The following questions would be helpful in structuring and developing your digital marketing campaign: Choose a target market (who are the people you are trying to influence?) and describe your online business model (your money-making mechanics – how is your organization making money? Please remember that non-profit organizations also have income). Also take into account your value proposition (i.e. what value you are providing to the consumer?) as well as the international context you are operating in (e.g., geographical location you are primarily focusing on, culture of that location). Which two or three digital communication channels will you predominantly focus on and why – demonstrate your understanding of the advantages of different alternatives. Which one or two traditional media channels can be used to further support your digital marketing goals? How will you position your digital brand and what are some theoretical constructs from the class you will use (e.g. brand personality, main message appeals in your communication, regulatory focus, gamification, anthropomorphic marketing)? Please try to demonstrate a variety of concepts from the class and justify your choices (e.g., provide some reasons for why you are doing what you are doing).

Note: Professor Joan Woodward once said that ‘There can be no one best way of organizing a business’. In other words, this exercise does not have one definitive answer, but many good answers are possible (known as ‘equifinality’). What I am looking for here is a coherence between your analysis of the market and your suggestions.