

## Coursework 2020-21

### Section 1 Assessment Overview

<b>Coursework</b>	Business report that addresses the brief set out in Section 2 below. This is an individual piece of work that gives you experience of content planning. You should include this experience in your CV and Linked In profile. Content planning involves designing and planning messages that will engage strategically important customers.
<b>Word Count and Limit</b>	2000 words (+/- 10%) and no more than 11 pages in length. The cover page, tables, references, and appendices are excluded from word count BUT DO contribute to page count. Appendices are limited to 5 pages.
<b>Required Format</b>	Paper size A4. Font: Times New Roman 12 point size. Single spacing. Page margins: 2.54cm Top, Bottom, Left and Right. Your work must use the headings set out in Table 1. There is no need to provide an introduction or a contents page to the business report.
<b>Contribution to final grade</b>	50% or a maximum of 5 marks to your final overall degree grade (unless you had a year abroad)
<b>Submission Date:</b>	According to the university policy there are no extensions permitted but students
<b>Submission Process</b>	To be <b>uploaded as</b> a single document on TurnItIn. There is no hard copy hand in.
<b>Feedback Process</b>	<b>Your work will be graded according to the grading scheme at the end of the brief</b>
<b>Additional Help</b>	Check the Discussion Board on VISION/Assessments/Course Brief and Guidance.

This assignment is not an academic essay but it still requires you to: show an understanding of digital marketing theory, be able to justify your suggestions through citation, and engage in critical discussion of the pros and cons of the recommendations you are making (again using citation of journal readings). In addition, you also being tested on your skills in data handling (through adherence to word count) and presentation (through use of tables and figures).

You are expected to locate and read **at least 10** academic journal articles in addition to accessing practitioner reports and a range of social media pages and websites; all of which should be listed in the reference section using Harvard referencing. The content (lectures and reading) being assessed in the coursework are Topic 1 Digital Communication and Topic 2 Digital Technology Adoption. Please see the resources on VISION for these topics.

## Section 2 Coursework Brief

Covid19 has impacted many businesses worldwide. Heriot Watt is committed to supporting global recovery efforts. Researchers at Heriot Watt have been working with Indian Craft entrepreneurs, in a project called CLICC, to identify ways of generating digital income that will counter the loss of income from cultural tourism because of lock-down. The proposed solution is to produce craft-related films that provide a (temporary or permanent) alternative to cultural tourism and are more respectful to crafts than films that teach craft-making skills to amateurs. The films can portray physical making space, local context or making practice (at the artisans' choice), be silent or subtitled, edited or raw. Films are shot by the artisan communities. To generate revenue the films can follow either a subscription or a targeted online "special events" pay-per-view pricing model (i.e. pricing models used for live performance or sport event).

You have been asked to design a social media content plan that promotes these films to an appropriate target audience. You will need to select the film pricing model that will be promoted but **you are not being asked to design a distribution plan**. The researchers are keen to learn how digital marketing theory can help them gain online engagement and to start with they want your ideas for promotion on **one social media channel only**.

For more background, please view the pre-recorded guest lecture in VISION/Assessments/Coursework Brief and Guidance.

**IMPORTANT CONSTRAINTS:** Do not contact the client organisation or any other organisation directly in connection with this project– **if you do such activity it will lose you marks!** Do not conduct any student surveys or other primary research (to keep your workload manageable).

Please post any questions on the discussion board on VISION/Assessments/Coursework Brief and Guidance or if you prefer you can e-mail your course co-ordinator.

**Table 1: REPORT FORMAT**

SECTION	Guide Only
<b>You must use these headings but can add your own sub-headings</b>	
<b>TITLE PAGE</b> with the course code C10DM, your campus location, your matric number and/or name and the word count. <b>One mark per additional page</b> will be deducted if the work is over the page limit. <b>Two marks will be deducted</b> if the required format is not followed.	
<b>1. Selection of Film Pricing Model and Social Media Channel (10 marks)</b> Explain your choice of film pricing model and social media channel (note the channel is for promotion not film distribution).	200
<b>2. Application of Communication Planning Concepts (20 marks)</b> Critically discuss how you will promote the films using the communication planning concepts covered in Topic 1, Lecture 3	450
<b>3. Application of Social Impact Theory (20 Marks)</b> Critically evaluate how you will use Social Impact Theory covered in Topic 1, Lecture 2 to decide the most appropriate message source, message immediacy, and message numbers	450
<b>4. Example Post(s) (20 Marks)</b> Provide an example (or examples) of a social media post or posts you will use and show how these are based on your discussion in sections 1, 2 and 3. You can create your own posts or locate an example post from another campaign and explain how it matches your intended strategy. Clearly identify the decision trade-offs that you have made.	400
<b>5. Facilitators and Barriers to Adoption (25 Marks)</b> Generating revenue from vlogging means both artisans and consumers adopting digital technology. Drawing on Digital Technology Adoption theory covered in Topic 2, Lecture 5, critically discuss some of the key facilitators and barriers to adoption for both groups.	500
<b>6. References (5 Marks)</b> Provide 10 appropriate academic references as a <b>minimum</b> that are used clearly and appropriately in the report using Harvard in-text referencing. References should be listed in alphabetical order. No Bibliography is required. <b>Make sure you show that you have engaged in course reading.</b> Independent research can be demonstrated by using <b>Google Scholar</b> and the <b>Library Discovery</b> tool to identify appropriate literature.	<b>Not included in word count</b>
<b>7. Appendices</b> You can put figures and graphs in the appendices but do not put in endless screenshots or full print-outs of reports. It is good practice to refer to your appendix in the main report. You are limited to 5 pages only.	<b>Not included in word count</b>

**Table 2. MARK ALLOCATION**

Section	Marks
<b>Structure:</b> Use of report format, within word/page count we will deduct a mark for every page over the set limit.	0
<b>1. Selection of Channel and Pricing Model</b> Content/criticality, relevance, accuracy and use of industry citation	10
<b>2. Application of Communication Planning Concepts</b> Content/criticality, relevance, accuracy and use of citation (Academic and Industry)	20
<b>3. Application of Social Impact theory</b> Content/criticality, relevance, accuracy and use of citation (Academic and Industry)	20
<b>4. Example Post:</b> Relevance and Creativity	20
<b>5. Facilitators and Barriers to Adoption:</b> Content (application of theory), Relevance, Accuracy and independent research	25
<b>6. References:</b> Accurate Harvard style citation of MIN 10 appropriate academic references. No Bibliography needed	5
<b>7. Appendix:</b> Misuse will result in a reduction of one mark for every additional page	0

**Table 3. CRITERIA FOR AWARDING GRADES**

Grade	Content/ Criticality	Relevance and accuracy	Citation – use of academic sources	Citation – use of industry examples	Structure, spelling and grammar
80-100	<b>Outstanding answer</b> that shows detailed knowledge of content. Will take a critical approach and present a sophisticated argument.	Fully addresses the question and 100% accurate	Outstanding and accurate use of appropriate citation to support claims. Extensive evidence of students independent research	Excellent evidence of independent research into industry practice Accurate and appropriate application to question	Error free. Very well structured.
70-79	<b>Excellent knowledge</b> of content. A critical approach is taken and a good argument is presented.	Fully addresses the question but not as comprehensive as 80+ answer.	Excellent and accurate use of appropriate citation to support claims Some but not extensive evidence of students independent research	Very Good evidence of independent research into industry practice Accurate and appropriate application to question	One or two minor errors Well-structured
60-69	<b>Good knowledge.</b> A critical approach is taken and some argument is presented but fails to fully develop debate.	Address the question but some very small gaps in information presented.	Supports claims by reference to relevant literature but could show a deeper knowledge of source material. Limited evidence of independent research	Good evidence of independent research into industry practice Good but limited application to question	Several (3-5) minor errors Some problems with structure
50-59	<b>Solid attempt</b> at answer showing fair knowledge Tendency to description but work is accurate.	Broadly addresses question and there are some gaps in information	Tendency to make claims without adequate citation and some inaccuracy and inappropriate sources Very limited evidence of independent research	Solid evidence of independent research into industry practice Solid but descriptive application to question	Widespread (5+) minor errors. Loose structure - Relationships between statements are hard to follow in places
40-49	<b>Basic knowledge</b> with clear gaps in understanding Tendency to reproduce and describe.	Does not fully address the question and several sections are inaccurate	Makes poor use of citation and widespread inaccuracy. References from inappropriate sources. No evidence of independent research	Basic evidence of independent research into industry practice Basic and descriptive application to question	Several errors – and one or two major Weak structure – lacks a clear framework
35-39	<b>Poor</b> but some knowledge Widespread reproduction and description	Limited attempt to answer the question with widespread inaccuracy	Limited use of citation (3-5 cites) and widespread inaccuracy/irrelevance. No evidence of independent research	Limited evidence of independent research into industry practice Poor application to question	Widespread errors Very weak structure – statements tend to repetition
0-34	<b>Very poor</b> or no knowledge No attempt at critical discussion	Content is only loosely associated with the question.	Very limited or no use of citation and widespread inaccuracy/irrelevance. No evidence of independent research	No evidence of independent research into industry practice No attempt to link content to practice in answer	Widespread errors No apparent structure to argument

### Section 3 Last year's feedback to class.

- **Make sure that you read and follow questions carefully.** Some reports omitted sections and did not maintain relevance to the brief context throughout.

- **Make sure you understand how marks are allocated to each section.** Focus your efforts on the sections that have the most marks and definitely make sure you complete those sections!
- **Be careful when you use any example answers placed on VISION that you do not deviate from the question.** We do not set exactly the same question each year.
- **Do make sure that you demonstrate evidence you have engaged with and understand the course content.** Make sure you use the lecture slides/textbooks and reading list before going off to do your own literature search. The reading list provided in this module is extensive and readings are chosen each year to help with the coursework brief. Students who did engage with this reading found content that allowed them to answer questions fully.
- **Remember what you learned in your second/third year marketing modules** i.e. second year marketing modules introduced you to segmentation and targeting. Remember to use these concepts in your marketing course assignments.
- **Always proofread and check the logical flow of your work.** In this coursework it is important to pay particular attention to how different sections link together. Weaker essays tend to treat each section as a separate question and did not think about the overall argument that was being presented.
- **Ensure you stick to word and page count:** After max word limit, we will stop marking as it is not fair on other students. It is quite clear to those marking if they are taking longer to read one assignment compared to the other so do not be tempted to misrepresent the word count. We have set a page limit to avoid students being sucked into doing this work to the detriment of the dissertation (it is not meant to be a huge report). Please do not overuse tables.
- **Ensure that you are not wasting word count due to your writing style.** Visit this online resource <http://writetodone.com/trouble-sticking-to-your-word-count-try-these-editing-tricks/> Equally if your work is coming in way under the word count check to see if you are fully addressing the question and backing up your points with illustration, supporting and counter evidence. Visit this online resource <http://www.bbc.co.uk/guides/z8ntqhv>
- **Do not make this into an escape from the dissertation.** This is NOT designed to be a complex assignment. If you are finding it confusing, please contact the course co-ordinator. It is interesting work to do and nicely structured meaning that students want to work on this coursework rather than their big monster of a dissertation. Remember this coursework is only worth a max 5 marks to your final degree grade and that the difference between 70% and 50% is 1 mark to your final degree! However

your dissertation is worth 20 marks (a difference between 70% and 50% of 4 marks).  
DO YOUR DISSERTATION PEOPLE! NB: In EBS the overall degree classification is based 20% on the average of 4 best grades from third year, 20% from the dissertation mark and 10% for each the 6 x Yr 4 courses.

