



**Unit:
Digital Marketing and Communication
Assignment**

Winter 2019 - Winter 2022

Marking Scheme

Markers are advised that, unless a task specifies that an answer be provided in a particular form, then an answer that is correct (factually or in practical terms) **must** be given the available marks. If there is doubt as to the correctness of an answer, the relevant NCC Education materials should be the first authority.

This marking scheme has been prepared as a **guide only** to markers and there will frequently be many alternative responses which will provide a valid answer.

Each candidate's script must be fully annotated with the marker's comments (where applicable) and the marks allocated for each part of the tasks.

Throughout the marking, please credit any valid alternative point.

Where markers award half marks in any part of a task, they should ensure that the total mark recorded for the task is rounded up to a whole mark.

Marker's comments:

Moderator's comments:

Mark:

Moderated mark:

Final mark:

Penalties applied for academic malpractice:

Assignment

Write a 4,000 word report that addresses the following tasks:

Task 1 is not marked

Task 2 Understanding our Customers

25 marks

Critically assess how our customers are changing and what we need to learn about them. Propose how we should capture and analyse customer data to understand levels of engagement with our campaigns and products.

0-6 marks	7-9 marks	10-14 marks	15-17 marks	18-25 marks
Basic understanding and analysis of chosen brand's customer base	Limited understanding and analysis of chosen brand's customer base	Consistent understanding and analysis of chosen brand's customer base	Critical understanding and analysis of chosen brand's customer base	Consistently critical understanding and analysis of chosen brand's customer base
Basic understanding and analysis of changing customer behaviour	Limited understanding and analysis of changing customer behaviour	Consistent understanding and analysis of changing customer behaviour	Critical understanding and analysis of changing customer behaviour	Consistently critical understanding and analysis of changing customer behaviour
Basic understanding and analysis of methods of capturing and analysing customer data and engagement	Limited understanding and analysis of methods of capturing and analysing customer data and engagement	Consistent understanding and analysis of methods of capturing and analysing customer data and engagement	Critical understanding and analysis of methods of capturing and analysing customer data and engagement	Consistently critical understanding and analysis of methods of capturing and analysing customer data and engagement
Makes basic proposals for capturing and analysing data based on a basic understanding of the chosen brand and its customers	Makes limited proposals for capturing and analysing data based on a limited understanding of the chosen brand and its customers	Makes acceptable proposals for capturing and analysing data based on an appropriate understanding of the chosen brand and its customers	Makes well supported and appropriate proposals for capturing and analysing data based on a detailed understanding of the chosen brand and its customers	Makes well supported and convincing proposals for capturing and analysing data based on a thorough and detailed understanding of the chosen brand and its customers

Task 3 Marketing Mix

25 marks

Analyse the marketing tools and techniques available and give a fully justified recommendation of which tools and techniques we should employ. Focus on the perfect marketing mix for us, explaining your choice of digital marketing channels and how these will be managed to enhance customer experience.

0-6 marks	7-9 marks	10-14 marks	15-17 marks	18-25 marks
Basic ability to critically analyse the marketing tools and techniques available	Limited ability to critically analyse the marketing tools and techniques available	Adequate ability to critically analyse the marketing tools and techniques available	Sound ability to critically analyse the marketing tools and techniques available	Comprehensive ability to critically analyse the marketing tools and techniques available
Basic recommendation for choice of tools and techniques that will enhance customer experience	Limited recommendation for choice of tools and techniques that will enhance customer experience broadly related to the chosen brand	Justified recommendation for choice of tools and techniques that will enhance customer experience appropriate to the chosen brand	Sound, justified and appropriate recommendation for choice of tools and techniques that will enhance customer experience specific to the chosen brand	Coherent, well justified and highly appropriate recommendation for choice of tools and techniques. that will enhance customer experience highly specific to the chosen brand
Basic evaluation of the marketing mix leading to basic recommendation for a marketing mix for the brand chosen	Limited evaluation of the marketing mix leading to limited recommendation for a marketing mix for the brand chosen	Adequate evaluation of the marketing mix leading to well justified recommendation for a marketing mix for the brand chosen	Critical evaluation of the marketing mix leading to justified recommendation for an appropriate marketing mix for the brand chosen	Comprehensive critical evaluation of the marketing mix leading to well justified recommendation for a highly appropriate marketing mix for the brand chosen
Basic analysis of how digital marketing channels will be managed to enhance customer experience.	Limited analysis of how digital marketing channels will be managed to enhance customer experience.	Adequate analysis of how digital marketing channels will be managed to enhance customer experience.	Clear and understandable analysis of how digital marketing channels will be managed to enhance customer experience.	Comprehensive and convincing analysis of how digital marketing channels will be managed to enhance customer experience.

Task 4 Strategy and Activities

25 marks

Outline a set of objectives linked to a fully justified ONE (1) year multi-channel strategy that allows for a flexible, creative and responsive approach to campaigns. You should include a timeline of activities.

0-6 marks	7-9 marks	10-14 marks	15-17 marks	18-25 marks
Basic ability to critically evaluate available information about the chosen brand to set basic objectives	Limited ability to critically evaluate available information about the chosen brand to set limited objectives	Adequate ability to critically evaluate available information about the chosen brand to set adequate objectives	Sound ability to critically evaluate available information about the chosen brand to set appropriate objectives	Comprehensive ability to critically evaluate available information about the chosen brand to set highly appropriate objectives
Basic application of methodologies to offer basic 1 year multichannel strategy	Limited application of methodologies to offer limited 1 year multichannel strategy	Adequate application of appropriate methodologies to offer justified 1 year multichannel strategy	Sound application of appropriate methodologies to offer justified and appropriate 1 year multichannel strategy	Coherent application of appropriate methodologies to offer well justified and highly appropriate 1 year multichannel strategy
Link between objectives and strategy proposed basic and would struggle to support flexible or creative or responsive campaigns	Link between objectives and strategy proposed limited and might support flexible or, creative or responsive campaigns	Link between objectives and strategy proposed acceptable, and likely to support flexible or creative and responsive campaigns	Link between objectives and strategy proposed appropriate, and highly likely to support flexible, creative and responsive campaigns	Link between objectives and strategy proposed convincing, highly appropriate and highly likely to support flexible, creative and responsive campaigns
Basic timeline of activities	Limited timeline of activities	Adequate timeline of appropriate activities.	Sound and convincing timeline of appropriate activities.	Coherent and highly convincing timeline of highly appropriate activities.

Task 5 Measuring and Monitoring**25 marks**

Provide KPIs to monitor, measure **and** manage the success of your strategy, linked to our key objectives. Give clear, detailed methods to achieve useful monitoring, measuring and management.

0-6 marks	7-9 marks	10-14 marks	15-17 marks	18-25 marks
Basic approach to setting KPIs	Limited approach to setting KPIs	Adequate approach to setting KPIs	Sound application of appropriate approach to setting KPIs	Coherent application of highly appropriate approach to setting KPIs
Basic KPIs provided, with basic links to key objectives and overall success of strategy.	Limited KPIs provided, with limited links to key objectives and overall success of strategy.	Justified KPIs provided, with acceptable links to key objectives and overall success of strategy.	Justified and appropriate KPIs provided, with appropriate and sound links to key objectives and overall success of strategy.	Well justified and highly appropriate KPIs provided, with convincing and coherent links to key objectives and overall success of strategy.
Basic understanding of methods for monitoring, measuring and managing the success of strategies	Limited understanding of methods for monitoring, measuring and managing the success of strategies	Consistent understanding of methods for monitoring, measuring and managing the success of strategies	Critical understanding of methods for monitoring, measuring and managing the success of strategies	Consistently critical understanding of methods for monitoring, measuring and managing the success of strategies
Basic understanding of differences between monitoring, measuring and managing and relevance to strategy proposed	Limited understanding of differences between monitoring, measuring and managing and relevance to strategy proposed	Consistent understanding of differences between monitoring, measuring and managing and relevance to strategy proposed	Critical understanding of differences between monitoring, measuring and managing and relevance to strategy proposed	Consistently critical understanding of differences between monitoring, measuring and managing and relevance to strategy proposed

Learning Outcomes matrix

Task 1	Learning outcomes assessed	Marker can differentiate between varying levels of achievement
1	Not assessed	-
2	LO 1 & 2	yes
3	LO 3 & 2	yes
4	LO 4 & 1	yes
5	LO 5	yes

Grade descriptors

Learning Outcomes	Pass	Merit	Distinction
LO 1-6	Provide a consistent understanding and analysis of complex information, concepts and frameworks in contexts involving interacting factors.	Provide critical understanding and analysis of complex information, concepts and frameworks in contexts involving multiple interacting factors.	Provide consistently critical understanding and analysis of highly complex information, concepts and frameworks in contexts involving multiple interacting factors.
	Demonstrate adequate ability to critically evaluate actions, methods and results and make appropriate judgements about their implications.	Demonstrate sound ability to critically evaluate actions, methods and results and make appropriate judgements about their short and long term implications.	Demonstrate comprehensive ability to critically evaluate actions, methods and results and make highly appropriate judgements about their short and long term implications.
	Undertake application of appropriate methodologies to complex problems to offer justified solutions.	Undertake sound application of appropriate methodologies to complex problems and offer justified and appropriate solutions.	Undertake coherent application of appropriate methodologies to complex problems to offer well justified and highly appropriate solutions.
	Demonstrate adequate understanding of the wider context of the field.	Demonstrate sound understanding of the wider context of the field.	Demonstrate comprehensive understanding of the wider context of the field.
	Deliver key information in a structured manner that demonstrates adequate communication skills	Deliver key information in a clear and understandable manner that demonstrates sound communication skills	Deliver key information in a convincing and comprehensive manner that demonstrates excellent communication skills