**MKTG 331 – Digital Marketing Fundamentals  
Dr Ronda Mariani**



**Team Project Guidelines**

**Overview**

The marketing world has undergone significant and fundamental changes due to the implementation of technology and growing social environments. Because of this, the way brands and consumers connect and communicate has transformed drastically. Today, brands utilize an array of communication channels to reach consumers through online and mobile environments making digital marketing a key component in any strategic marketing plan. To demonstrate and present your knowledge, you will create a digital marketing campaign for a brand that sells online. The concept behind this project is to expose you to terminology, digital tools, skill sets, and application of this knowledge, which you will need after you graduate and enter the industry.

Scope

You are a marketing manager working with your team. You are to choose a brand that requires a digital marketing makeover.

**Components**

The team project is divided into five components (milestones). These components will be submitted at different times throughout the semester, creating a building of knowledge as you move towards the final component. Below is a calendar of when each component is due.

NOTE: **ALL TEAM MEMBERS MUST UPLOAD A COPY OF THE TEAM PAPER FOR EACH COMPONENT IN ORDER TO RECEIVE A GRADE.** You will receive a “0” if you do not comply.

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| **Component** | **Week Due/Date/Submission Criteria** |
| Component #1 Initial Strategy Idea | Your paper should be delivered in APA format and include the following:   * Cover Page with each team member's name included. * In-text citations * Reference page * Times Roman font face, 12-point font, double spaced, 1-inch margins, etc.   **Submission Guidelines**  Once you complete your paper, please submit your paper to the dropbox under week three labeled “Component #1”. Please remember that your paper will be submitted through Turnitin to check for plagiarism.  Print one copy of your teams’ paper and bring it to class. |
| Component #2 Finalize Empathy Maps and Persons | You and your team are to choose one empathy map and three personas, with one of these personas being your primary target audience.  Once you have decided as a team, you are to write a one to two-page paper explain your empathy map and target audiences. Remember you will want to indicate who your primary target audience is and why, as well as who the secondary audiences are and why.  Upload your document under “Team Project Component Two.” It should include:   1. Justification of your decision-making and explain each visual (empathy map and personas) 2. One empathy map 3. Three target personas |
| Component #3 – Develop the Digital Plan | Week Seven  Print one copy of your teams’ paper and bring it to class.  You and your team have already decided your audience and have chosen your campaign objective/s and KPI/s.  The next step is to determine your digital marketing strategy based on your personas and objectives. |
| Component #4 – Final Paper | Week Thirteen |
| Component #5 – Final Presentation | Week Fifteen |

**Component #1 – Initial Strategy**

You and your team are to choose a brand and develop an initial strategy idea for your digital marketing campaign launch. You report for component #1 should include the following:

1. Name of the brand and provide a brief overview of the company.
   1. When you choose your brand, please only choose one product or service for that brand. This campaign will focus on only “one” product or service.
2. Current situation.
   1. The current situation should include and not be limited to:
      1. An audit of your brands' digital presence, paid, owned, and earned with a brief description of each.
      2. Identify gaps in their digital presence.
3. Competitor analysis.
   1. Choose at least two direct competitors to your brand.
      1. Provide a summary of each competitor. Include each competitor’s digital presence. [www.mention.com](http://www.mention.com) s a great tool to sometimes learn about the brand's digital reach.
      2. Provide a table indicating your brand and each of the two competitors. Compare, contrast, and indicate any differentiation factors.
4. SWOT analysis.
   1. Based on your brands' current situation, its competitors, and differentiation factors.
5. Needs analysis.
   1. This is where you will identify digital opportunities for your brand and make a clear and concise argument as to why these are opportunities. This can be mobile, social media, email, etc. Think about all the digital tools, which are available. Narrow it down to 2 or 3 and briefly explain why your brand would benefit from using these avenues.
   2. Make sure to identify if you are focusing on “paid, owned, or earned,” media or a combination. This is basically what your project will be as you move forward onto other components.

**Component #1 – Initial Strategy Rubric**

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| **Critical Elements** | **Not Evident**  **0** | **Developing  56-86** | **Proficient**  **87-99** | **Exemplary**  **100** | **Points** |
| **Brand Name and Overview**   * Provided an overview of the brand. * Indicated a chosen product. | It does not provide the name of the company of an overview. | It provides a brief overview of the brand. | It provides an overview of the brand and its products or services. | Meets all proficient criteria and illustrates further includes robust details, contextually, or visually. |  |
| **Current Situation**   * Provides a brand audit. * Includes an exhausting survey of the brands' digital presence. * Included paid, owned, and earned initiatives. * Identifies gaps in the brands' digital presence. | It does not provide a current situation and its details. | Provides a brief audit of the brand and product or service. Somewhat indicates the brand and product or digital service presence and indicates gaps. Alludes to paid, owned, and earned initiatives. | Provides a detailed audit of the brand and product or service, including identifying its digital presence and explains its paid, owned, and earned initiatives. Identifies ad explains gaps in its digital presence. | Meets all proficient criteria and offers further analysis using and identifying tools that were used in the research, such as mention.com and offer other tools that have been discovered through the process. |  |
| **Competitors Analysis**   * It provides two competitors. * Compares, contrasts, and indicated differentiation factors between the brand and its competitors. * It provides a graphic table of the findings. | It does not provide competitive analysis and its details. | It provides a brief competitive analysis and somewhat compares and contrasts the brand, product or service to its competitors. | It provides a detailed competitor analysis comparing and contrasting each and identifies several differentiating factors. Illustrates findings by providing a table of the graphic. | Meets all proficient criteria and identifies more than two competitors and compares and contrasts with the brand. Offers several differentiating factors and illustrates finding through an elaborate infographic. |  |
| **SWOT**   * It provides a SWOT analysis. * Includes information about previous findings; based on a current situation, competitors, and differentiation factors. | It does not provide a SWOT analysis and its details. | It provides a SWOT but does not connect to previous findings, current situation, competitors, and differentiation factors. | It provides a detailed SWOT analysis and summarizes information. Includes connections to previous findings,current situation, competitors, and differentiation factors. Provides an added illustration with the information. | Meets all proficient criteria and illustrates findings such as gaps and offers suggested direction based on the SWOT to be used in future planning. |  |
| **Needs Analysis**   * Identifies digital opportunities. * Firmly choose 2-3 and explains. * Clearly aligns choices with paid, earned, owned or a combination of strategies and explains why. | It does not provide a needs analysis and its details. | It provides digital opportunities and explains why these are opportunities. | It provides at least 2-3 digital opportunities and explains in detail why these choices are good. Indicates whether the choices are paid, owned, earned or a combination of media and goes into detail to illustrate a combination of strategies. | Meets all proficient criteria and identifies more than three opportunities and explains why in detail. |  |
| **Writing, Spelling, and Grammar, and APA Format.**   * Spelling and Punctuation * Grammar * APA Paper * Citing   References | It does not provide an APA formatted paper. Spelling, punctuation, and grammar are riddled with errors. | It provides some APA format. Spelling, punctuation, and grammar are adequate with minimal errors. | Provides APA formatted paper and spelling, punctuation, and grammar meet almost error-free submission. | Meets all proficient criteria submitting a fully formatted APA paper with no spelling, punctuation, and grammar errors. |  |

**Component #2 - Empathy Map and Personas**

You and your team are to choose one empathy map and three personas, with one of these personas being your main target audience.

Once you have decided as a team you are to write a one to two-page paper explaining your chosen empathy map and target audiences. Remember you will want to indicate who your main target audience is and why, as well as who the secondary audiences are and why.

Upload your document under “Team Project Component Two”. It should include:

1. Justification of your decision-making and explain each visual (empathy map and personas)
2. One empathy map
3. Three target personas

**Component #2 - Empathy Map and Personas Rubirc**

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| **Critical Elements** | **Not Evident**  **0** | **Developing  56-86** | **Proficient**  **87-99** | **Exemplary**  **100** | **Points** |
| **Empathy Map and Personas**   * With team consensus chose and presented one empathy map and three personas * Explained clearly with support chosen empathy map and target audiences * Justified decision-making and justification were realistic, ethical and met regulatory policies and governmental laws. | Does not provide empathy map and personas. | Provides an empath map and 1-2 personas and a brief explanation of each audience. | Provides an empath map and 3 personas with a clear explanation of each audience and justified decision-making and took into consideration ethical concerns, regulations, and laws. | Meets all proficient criteria and illustrates further includes robust details, contextually or visually. |  |
| **Writing, Spelling, and Grammar, and APA Format.**   * Spelling and Punctuation * Grammar * APA Paper * Citing   References | Does not provide an APA formatted paper. Spelling, punctuation, and grammar are riddled with errors. | Provides some APA format. Spelling, punctuation, and grammar are adequate with minimal errors. | Provides APA formatted paper and spelling, punctuation and grammar meet almost error-free submission. | Meets all proficient criteria submitting a fully formatted APA paper with no spelling, punctuation, and grammar errors. |  |

**Component #3 – Digital Strategy**

You and your team have already decided on your product, audience and have chosen your campaign objective/s and KPI/s. The next step is to determine your digital marketing strategy based on your personas and objectives. Your strategy should contain the following:

1. Type of campaign and why? (Awareness, Conversion, Traffic, etc.) Meaning what are you trying to accomplish.
2. Identify the platform/s you will use for your marketing; Facebook, Google Ads, Video, Email, Mobile, Apps, etc. and explained “why” for each.
3. Create your content.
   1. Identify the goal of your content and explain how it connects and accomplishes your SMART objective. Your content must be realistic and meet the parameters of your chosen platform/s. If you use Facebook Advertising, your content should reflect the parameters of Facebook advertising.
   2. Your content should be a story. (Please refer to Statewide Insurance example and videos in the course.)
      1. Develop a story.
      2. Create a script.
      3. Utilize visual imagery.
      4. Finalize the story. Ask yourself, what is this story meant to do; engage, covert, lead to a landing page, etc.?
      5. If creating a video or app use storyboards to indicate the steps of the idea or the steps for the usage of the app.
   3. Explain how your content/story will achieve your goal/s and objective/s.
   4. Provide the actual content.
      1. Create advertising. Utilize software such as Canva, and other free programs for content and video development.
      2. After each created content, explain the strategy behind the idea.
4. Identify how you will measure your campaign/s

**Component #3 – Digital Strategy Rubric**

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| **Critical Elements** | **Not Evident**  **0** | **Developing  56-86** | **Proficient**  **87-99** | **Exemplary**  **100** | **Points** |
| **Type of Campaign**   * Provided an overview of the campaign. * Indicated and explained the type of campaign. | Does not provide the overview or explanation. | Provides a brief overview of the overview or explanation. | Provides an overview or explanation. | Meets all proficient criteria and illustrates further includes robust details, contextually or visually. |  |
| **Identified platforms**   * Choose appropriate platforms. * Explained why these platforms were chosen. | Does not provide an appropriate platform and does not explain why. | Provides an appropriate platform and explains minimally why. | Provides an appropriate platform and explains why. | Meets all proficient criteria and offers further analysis. |  |
| **Created Content**   * Identified goal/s * Explained how it connects to the SMART objective/s. * Content is realistic. and meets the parameters of the media chosen. | Does not provide identified goals, or explains the connection to objectives. Content is not realistic and does not meet the relative parameters of chosen media. | Provides a brief identification of goals and connection to objectives. Content is slightly realistic and indicated a relative connection to the parameters of the chosen media. | Provides detailed identification of the goals and connections to the objective/s. Content is realistic and connects to the parameters of each media. | Meets all proficient criteria and offers several explanations of decision-making. Includes creative visuals. |  |
| **Creates a brand story**   * Created a script for the developed story. * Provided rationale and all creative elements. * Explained how the story will accomplish goals and objectives. | Does not provide a script, rationale, or how the story will accomplish the objective/s. | Provides a script, rationale, or how the story will accomplish the objective/s | Provides a detailed a script, rationale, or how the story will accomplish the objective/s factors. Provides an added illustration with the information. | Meets all proficient criteria and illustrates findings further and provides visuals. |  |
| **Creative**   * Provides creative examples for each advertising/marketing element. * Explains how each campaign will be measured. | Does not provide creative examples or explains how each campaign will be measured. | Provides creative examples and explains how each campaign will be measured. | Provides creative examples, justifies and explains how each campaign will be measured. Mentions in which software and tools will be used to measure outcomes and performance. | Meets all proficient criteria and identifies clearly the connection between marketing and advertising and how the creative can be measured and explains the impact. |  |
| **Writing, Spelling, and Grammar, and APA Format.**   * Spelling and Punctuation * Grammar * APA Paper * Citing   References | Does not provide an APA formatted paper. Spelling, punctuation, and grammar are riddled with errors. | Provides some APA format. Spelling, punctuation, and grammar are adequate with minimal errors. | Provides APA formatted paper and spelling, punctuation and grammar meet almost error-free submission. | Meets all proficient criteria submitting a fully formatted APA paper with no spelling, punctuation, and grammar errors. |  |

**Components #4 and #5 – Final Paper and PowerPoint Rubric**

Your final paper should include your team’s work, which was completed over the course of the semester. The final paper should be bonded and aesthetically pleasing.

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| **FINAL PAPER** |
| **Critical Elements** | **Not Evident**  **0** | **Developing  56-86** | **Proficient**  **87-99** | **Exemplary**  **100** | **Points** |
| **Executive Summary and Described the Brand**   * Provided Executive Summary * Provided an overview of the brand. | Does not provide. | Provides a brief overview of the brand. | Provides an executive summary and overview of the brand and its products or services. | Meets all proficient criteria and illustrates further includes robust details, contextually or visually. |  |
| **Current Situation and Problem Addressed**   * Provides a brand audit. * Includes an exhausted survey of the brands digital presence. * Included paid, owned, and earned initiatives. * Identifies gaps in the brands digital presence. | Does not provide a current situation and its details. | Provides a brief audit of the brand and product or service. Somewhat indicates the brand and product or service digital presence and indicates gaps. Alludes to paid, owned, and earned initiatives. | Provides a detailed audit of the brand and product or service including identifying its digital presence and explains its paid, owned, and earned initiatives. Identifies ad explains gaps in its digital presence. | Meets all proficient criteria and offers further analysis using and identifying tools that were used in the research; such as mention.com and offer other tools that have been discovered through the process. |  |
| **Competitors Analysis**   * Provides two competitors. * Compares, contrasts, and indicated differentiation factors between the brand and its competitors. * Provides a graphic table of the findings. | Does not provide a competitive analysis and its details. | Provides a brief competitive analysis and somewhat compares and contrasts the brand, product or service to its competitors. | Provides a detailed competitors analysis comparing and contrasting each and identifies several differentiating factors. Illustrates findings by providing a table of graphic. | Meets all proficient criteria and identifies more than 2 competitors and compares and contrast to the brand. Offers several differentiating factors and illustrates finding through an elaborate infographic. |  |
| **SWOT**   * Provides a SWOT analysis. * Includes information about previous findings; based on a current situation, competitors, and differentiation factors. | Does not provide a SWOT analysis and its details. | Provides a SWOT but does not connect to previous findings, current situation, competitors, and differentiation factors. | Provides a detailed SWOT analysis and summarizes information. Includes connections to previous findings,current situation, competitors, and differentiation factors. Provides an added illustration with the information. | Meets all proficient criteria and illustrates findings such as gaps and offers suggested direction based on the SWOT to be used in future planning. |  |
| **Needs Analysis**   * Identifies digital opportunities. * Firmly choose 2-3 and explains. * Clearly aligns choices with paid, earned, owned or a combination of strategies and explains why. | Does not provide a needs analysis and its details. | Provides some digital opportunities and explains why these are opportunities. | Provides at least 2-3 digital opportunities and explains in detail why these choices are good. Indicates whether the choices are paid, owned, earned or a combination of media and goes into to detail to illustrate a combination of strategies. | Meets all proficient criteria and identifies more than 3 opportunities and explains why in detail. |  |
| **Value Proposition**   * Clear * Accurate | Does not provide a value proposition. | Somewhat provide a value proposition. | Provides a value proposition and it matches the personality of the brand. | Meets all proficient criteria and offers a deep explanation of the brands' value proposition. |  |
| **Empathy Map and Personas**   * With team consensus chose and presented one empathy map and three personas * Explained clearly with support chosen empathy map and target audiences * Justified decision-making and justification was realistic, ethical and met regulatory policies and governmental laws. | Does not provide empathy map and personas. | Provides an empath map and 1-2 personas and a brief explanation of each audience. | Provides an empath map and 3 personas with a clear explanation of each audience and justified decision-making and took into consideration ethic concerns, regulations, and laws. | Meets all proficient criteria and illustrates further includes robust details, contextually or visually. |  |
| **Type of Campaign**   * Provided an overview of the campaign. * Indicated and explained the type of campaign. | Does not provide an overview or explanation. | Provides a brief overview of the overview or explanation. | Provides an overview or explanation. | Meets all proficient criteria and illustrates further includes robust details, contextually or visually. |  |
| **Identified platforms**   * Choose appropriate platforms. * Explained why these platforms were chosen. | Does not provide an appropriate platform and does not explain why. | Provides an appropriate platform and explains minimally why. | Provides an appropriate platform and explains why. | Meets all proficient criteria and offers further analysis. |  |
| **Created Content**   * Identified goal/s * Explained how it connects to the SMART objective/s. * Content is realistic. and meets the parameters of the media chosen. | Does not provide identified goals, or explains the connection to objectives. Content is not realistic and does not meet the relative parameters of the chosen media. | Provides a brief identification of goals and connection to objectives. Content is slightly realistic and indicated a relative connection to the parameters of the chosen media. | Provides detailed identification of the goals and connections to the objective/s. Content is realistic and connects to the parameters of each media. | Meets all proficient criteria and offers several explanations of decision-making. Includes creative visuals. |  |
| **Creates a brand story**   * Created a script for the developed story. * Provided rationale and all creative elements. * Explained how the story will accomplish goals and objectives. | Does not provide a script, rationale, or how the story will accomplish the objective/s. | Provides a script, rationale, or how the story will accomplish the objective/s | Provides a detailed script, rationale, or how the story will accomplish the objective/s factors. Provides an added illustration with the information. | Meets all proficient criteria and illustrates findings further and provides visuals. |  |
| **Creative**   * Provides creative examples for each advertising/marketing element. * Explains how each campaign will be measured. | Does not provide creative examples or explains how each campaign will be measured. | Provides creative examples and explains how each campaign will be measured. | Provides creative examples, justifies and explains how each campaign will be measured. Mentions in which software and tools will be used to measure outcomes and performance. | Meets all proficient criteria and identifies clearly the connection between marketing and advertising and how the creative can be measured and explains the impact. |  |
| **Writing, Spelling, and Grammar, and APA Format.**   * Spelling and Punctuation * Grammar * References | Does not provide accurate spelling, punctuation, and grammar are riddled with errors. | Provides accurate spelling, punctuation, and grammar is adequate with minimal errors. | Provides accurate spelling, punctuation, and grammar meet almost error-free submission. | Meets all proficient criteria submitting a fully designed paper with no spelling, punctuation, and grammar errors. |  |
| **Final Paper Binding and Presentation**   * Aesthetically pleasing * Professional * Clean * Bonded * Portfolio in nature * Designed | **5 points** | | | | |
| **PRESENTATION**  PowerPoint |  | | | | |
| **Critical Elements** | **Not Evident**  **0** | **Developing  56-86** | **Proficient**  **87-99** | **Exemplary**  **100** | **Points** |
| **Presentation**   * Participated and owned performance. * Did not read from cards. * Made eye contact with the audience. * Controlled and knew the content. * Stayed at 10 minutes | Does not provide meet criteria. | Provides some criteria. | Provides criteria. | Meets all criteria and interacts with the audience. |  |
| **Engagement**   * Probed for questions. * Used whiteboard * Engaged the audience. |  |  |  |  |  |
| **TEAM EVALUATIONS** | If team ad self-evaluations are not completed, printed, and provided to the professor, 5 points will be deducted from your overall final grade. Meaning if you have a 90% overall final class grade, you will end up with 85% as an overall class grade. | | | | |