

# EUQ649 Assignment 1

## Assessment Design



**Option 2** - Social Media Management.

**Learners** - Higher education. Second year module of a bachelor of digital marketing and communications degree.

**Learning Approach** - Project-based learning.



**Assignment 2A - Pitch and Present** (35%). Due Friday 11th of December (week 8).

**Length/format** - 10 minute video group presentation.

**Learning outcomes:**

- Analyse, design and evaluate social media strategies.
- Demonstrate legal, ethical and professional social media practice.
- Apply skills in client communication liaison and social media account management.

**Task**

In your group of three, pick a real client that hasn't been used in the previous assignment and is in need of a social media campaign. The client should be chosen early and finalised with the teacher by the end of week 4. You should communicate with the client on several occasions (throughout your assignment) and send them the campaign upon completion.

You must demonstrate ethical, professional and legal social media management along with a well thought out strategy that runs over a hypothetical two month period. You have a budget of \$4000 (also hypothetical) and you must show expenditure as part of your strategy. The campaign must be presented in a ten minute video - pitched at the CEO of the company - and must be accompanied by images/graphs and/or visual material of your choice to support your campaign.

**Note:** You must submit your assignment in your group forum as a screencast or narrated PowerPoint and include closed captions and audio transcriptions as part of your assignment. Feedback to this assignment will be presented in video format.

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**Assignment 2B - Critical analyses with reflection.** (15%) Due Friday the 18th of December (week 9).

**Length/format** - 600 words (two, 300 word posts).

**Learning outcome** - Critically analyse different organisation's objectives and social media strategy performance.

### **Task**

You are to critique two groups' social media video campaigns in the form of a critical analyses. Each post must be 300 words in length. Discuss what the groups could improve upon and what they did well. Things to discuss include, the campaign management, budget expenditure, ethical, professional and legal practice. Did the campaign align with the brand/target audience? Also, evaluate media and social media platform appropriacy. You must post your analyses in your group forum after the video. Use the opportunity to show self-reflection of your performance as a group regarding what you did well and could have improved upon.



### **Assignment Criteria** -

1. Show professional and ethical social media practice supported with a detailed campaign.
2. Critically evaluate and reflect upon social media management practice.
3. Show professional and responsible communication in a real-world social media management scenario.

### **Assessment** -

Upon completing your video and two critical analyses', submit all work to your moderator by Friday the 18th of December at 5pm for marking.

### **Supporting sources** -

1. [How to add captions and a transcript to your screencast.](#)
2. How to create a [screencast in PowerPoint.](#)

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### References

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