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| **Programme:** | MSc Digital Marketing |
| **Module Code:** | MK9701 (LD9701 at London) |
| **Module Title:** | The Digital Customer Journey: Data, Profiling and CRM |
| **Distributed on:** | Teaching Week 1 (via the e-learning portal) |
| **Submission Time and Date:** | Task 1: Presentations will take place during the semester, approximately teaching weeks 9-10 (TBC)  Task 2: Date to be finalised by Student Central (in January assessment period) |
| **Word Limit:** | See below instructions for further details |
| **Weighting** | The assessment has two tasks which are weighted as follows:   * Task 1: Presentation (25%) * Task 2: Portfolio (75%) |
| **Submission of Assessment** | ***It is your responsibility to ensure that your assignment arrives before the submission deadline stated above. See the University policy on late submission of work (the relevant extract is set out below).***  **Electronic Management of Assessment (EMA):** Please note if your assignment is submitted electronically it will be submitted online via Turnitin by the given deadline. You will find a Turnitin link on the module’s Blackboard site. |

**Instructions on Assessment:**

This assessment is based on the retailer Currys PC World.

This organisation has the following characteristics which make it suitable for customer journey analysis in this module:

* They operate across both online and offline channels (i.e. they are a multi-channel business)
* They are from an industry where there is a good amount of market data available (e.g. there are reports accessible via places such as MINTEL etc.);
* Their product offering can be broken down into various categories;
* You may have some personal experience of this product category (if not, try and visit one of their stores).

We suggest engaging in further research on the case company online at the earliest opportunity.

You will be required to focus your work on a specific target market who may shop at Currys PC World and a specific product category within their wider offering. Please note that **you cannot select mobile phones and associated accessories** as your chosen product category (as these are largely provided by Carphone Warehouse concessions in store and online).

**Task 1: Presentation**

**Completed: Individually**

**Date: Teaching Weeks 9-10 (timeslots TBC)**

**Duration: 10 minutes**

**Marks: 25%**

You are required to prepare and deliver (using appropriate visual aids) a presentation which covers the following:

* An outline of your choice of target market for the case company, using demographic, psychographic and geo-demographic criteria as appropriate.
* You will also clearly address which product category they are likely to be purchasing from.
* A review of a typical customer journey undertaken by your target market when making a purchase in this product category. This will be presented visually, supported by research, encapsulate all online and offline touchpoints and lead to brief recommendations on how the case company can utilise this knowledge in their relationship marketing strategy.

**Note:** You will be required to submit your presentation materials via email at the beginning of teaching week 9 before any presentations have taken place. Late submission of these will carry a marks penalty in line with university policy. More details will be made available in due course.

**Task 2: Portfolio**

**Completed: Individually**

**Date: End of semester assessment period**

**Word Count: 2,000 plus other documentation (as broken down below)**

**Marks: 75%**

This task brings together the main themes of the module and requires you to build a portfolio of developed materials. The portfolio is comprised of three parts:

**Part One: Infographic (15 marks)**

* You are required to produce an infographic which provides insights on:
  + Your chosen target market
  + Your chosen product category
* You will use secondary research to develop a professional standard document which will provide both a detailed understanding of the customer and identify trends in the product category.

**Part Two: Database Activity (30 marks)**

* Using the provided CRM software and customer database, you are required to:
  + Create distinct customer segments based on suitable data fields;
  + Set clear objectives for each customer segment and justify these in an email marketing plan;
  + Develop targeted email communications designed to achieve the stated objectives.

**Note:** Parts One and Two are not subject to the word count.

**Part Three: Critical Analysis of Theory (30 marks)**

For this section you are required to select **one** of the below topics:

* Online Consumer Behaviour
* Customer Journey Mapping
* Database Marketing

You are required to develop a 2,000 word discussion (broken into sections as appropriate) which demonstrates an understanding of your chosen topic and provides a critical discussion of theory in this area. This will be supported by a range of academic sources (largely journal articles and textbooks) but may be supplemented by more practical sources. You will conclude the discussion by identifying current trends in your chosen area which may be relevant to digital marketers.

**Note:** Part Three of the portfolio is subject to the stated 2,000 word count.

**Late submission of work**

Where coursework is submitted without approval, after the published hand-in deadline, the following penalties will apply.

For coursework submitted up to 1 working day (24 hours) after the published hand-in deadline without approval, **10% of the total marks available for the assessment** (i.e.100%) **shall be deducted** from the assessment mark.

*For clarity: a late piece of work that would have scored 65%, 55% or 45% had it been handed in on time will be awarded 55%, 45% or 35% respectively as 10% of the total available marks will have been deducted.*

The Penalty does not apply to Pass/Fail Modules, i.e. there will be no penalty for late submission if assessments on Pass/Fail are submitted up to 1 working day (24 hours) afterthe published hand-in deadline.

Coursework submitted more than 1 working day (24 hours) after the published hand-in deadline without approval will be regarded as not having been completed. **A mark of zero will be awarded for the assessment and the module will be failed**, irrespective of the overall module mark.

*For clarity: if the original hand-in time on working day A is 12noon the 24 hour late submission allowance will end at 12noon on working day B.*

These provisions apply to all assessments, including those assessed on a Pass/Fail basis.

**Word limits and penalties**

If the assignment is within +10% of the stated word limit no penalty will apply.

The word count is to be declared on the front page of your assignment and the assignment cover sheet. The word count does not include:

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| * Title and Contents page | * Reference list | * Appendices | * Appropriate tables, figures and illustrations |
| * Glossary | * Bibliography | * Quotes from interviews and focus groups. |

Please note, in text citations [e.g. (Smith, 2011)] and direct secondary quotations [e.g. “*dib-dab nonsense analysis*” (Smith, 2011 p.123)] are INCLUDED in the word count.

If this word count is falsified, students are reminded that under ARNA page 30 Section 3.4 this will be regarded as academic misconduct.

If the word limit of the full assignment exceeds the +10% limit, 10% of the mark provisionally awarded to the assignment will be deducted. For example: if the assignment is worth 70 marks but is above the word limit by more than 10%, a penalty of 7 marks will be imposed, giving a final mark of 63.

***Students must retain an electronic copy of this assignment (including ALL appendices) and it must be made available within 24hours of them requesting it be submitted.***

**Note:** For those assessments or partial assessments based on calculation, multiple choice etc., marks will be gained on an accumulative basis. In these cases, marks allocated to each section will be made clear.

**Time limits and penalties for presentations**

The time allocated for the presentation must be adhered to. At the end of this time, the presentation will be stopped and will be marked based on what has been delivered within the time limit.

**Academic Misconduct**

The Assessment Regulations for Northumbria Awards (ARNA) contain the ***Regulations and procedures applying to cheating, plagiarism and other forms of academic misconduct***.

The full policy is available at: <http://www.northumbria.ac.uk/sd/central/ar/qualitysupport/asspolicies/>

You are reminded that plagiarism, collusion and other forms of academic misconduct as referred to in the Academic Misconduct procedure of the assessment regulations are taken very seriously by Newcastle Business School.  Assignments in which evidence of plagiarism or other forms of academic misconduct is found may receive a mark of zero.

**Mapping to Programme Goals and Objectives**

**This assessment will contribute directly to the following postgraduate programme goals and objectives.**

**Goal 1: To develop the skills necessary for employment and career progression**

Students will be able to:

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|  | 1. | Demonstrate awareness of personal strengths and weaknesses and the ability to engage in continuing self-development |
| X | 2. | Demonstrate the development of inter-personal and intra-personal skills |
| X | 3. | Demonstrate competence in contemporary analytical and ICT applications |

**Goal 2: Be culturally and ethically aware**

Students will be able to:

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|  | 1. | Demonstrate their ability to work in culturally diverse groups and teams and make appropriate and personal contribution to team effectiveness |
|  | 2. | Reflect on their own ethical values |
| X | 3. | Understand the wider impact of individual or organisational decision making on social and environmental contexts |

**Goal 3: Have developed leadership and management capability**

Students will be able to:

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| X | 1. | Analyse and communicate complex issues effectively |
|  | 2. | Demonstrate decision making, problem solving and project management skills |

**Goal 4: Have developed and applied knowledge of international business and management theory**

Students will be able to:

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|  | 1. | Acquire, interpret and apply knowledge of international business, management and organisational functions |
| X | 2. | Demonstrate an understanding of the impact of innovative and contemporary research on the business and management community |
| X | 3. | Acquire, interpret and apply specialist functional knowledge in relation to their programme of study |

**Goal 5: Have developed a range of research skills and project capabilities**

Students will be able to:

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|  | 1. | Plan and complete a major piece of research or project on a contemporary business, financial, management or leadership topic |
|  | 2. | Demonstrate skills of analysis and synthesis in the application of research methods to the  exploration of contemporary business and management issues |

**Module Specific Assessment Criteria**

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| **Trait** | **0 - 39** | **40 - 49** | **50 - 54** | **55 - 59** | **60 - 69** | **70 - 100** |
| **Production and delivery of a professional journey mapping presentation** | Student either fails to deliver presentation or does not address the core content, providing a disjointed journey map which is not based on any market data or insights. Presentation materials and delivery are of a poor standard. | A poor standard presentation which provides some relevant touchpoints but misses many important elements of the customer journey utilises limited market data. | Presentation covers some important customer touchpoints but is not though, has limited research and could be presented more professionally. | Presentation is generally easy to follow and some research has clearly been used to deliver the mapping exercise, although some touch points need further development. | The journey map appears to cover all relevant touchpoints although some points are made with supporting research. Presentation of materials is generally strong. | A professional and all-encompassing journey map is provided, based upon an extensive research base and delivered to a very high standard. |
| **Development of Professional Profiling, Mapping and Database Documentation** | Documentation is either not submitted or completed to a poor standard. Documentation may be poorly presented or lacking supporting information. Feedback provided in the pretention will not have bene factored into the final submission. | Documentation fails to demonstrate a clear understand of core marketing principles. Profiling may be based on weak data and visual documentation may be difficult to understand. | The student demonstrated a sound knowledge of the concepts within the module and has produced documentation which has a limited research base and could be presented more professionally. | The student understanding of the concepts is largely evident and documentation is generally well presented if not always based on thorough research. | Documentation is extensively supported by research and as such demonstrates real insight into the customer. Documents are presented to a high standard and are easy to follow. | Highly professional documentation which shows clear application of the module concepts and is based on a impressive range of market data. |
| **Reflection on the relevance of profiling, mapping and database principle sin the digital marketing context** | The core concepts of the module are not covered in the reflective discussion, with very little relevant theory cited and no clear knowledge of the module principles evident. | A weak understanding of the core module concepts is evident although this is supported by a poor range of academic literature. | The student has provided a basic reflection of the relevant marketing concept, but does this with a limited literature base and does not offer any critical analysis. | The student has demonstrated a sound knowledge of the module and used a satisfactory range of literature to support this reflection At times the student has reflected on the limitations of these concepts for digital marketers. | An impressive range of literature has been used to discuss the relevant concepts and the reflection is critical, showing an appreciation of how these concepts can be utilise din practice. | An exceptional range of literature is used to demonstrate a critical and professional level of reflection on how the module concepts can be utilise din digital marketing practice. |