Mid-term assessment

- Individual task
- You will write an analysis of a brand's profile on a given social media network.
- You will be asked to visit the profile of the given brand on a specific social media network and take a look to the five most recent posts. Then, you must write an essay with your analysis of that brand social media strategy.
- Expected table of contents:
    - **Objectives**: An analysis of the objectives and goals that the brand seems to be pursuing in that social media network.
    - **Target audience**: A description of the target audience to whom the brand seems to be talking to on that social media network.
    - **Analysis**: An analysis of the quality of the content published by the brand, according to the objectives and target audience previously described. Consider in your analysis: what is said, how is said, to whom is said, when was it said, what were the reactions of the brand followers. Support your analysis with screenshots of the posts analyzed.
    - **Engagement**: An analysis of the level of engagement of the audience, after reviewing audience's size and number of interactions.
- The task should be submitted in a document form uploaded as pdf.

Formalities:

- Wordcount: 2000-2500 words
- Cover, Table of Contents, References and Appendix are excluded of the total wordcount.
- Font: Arial 12,5 pts.
- Text alignment: Justified.
- The in-text References and the Bibliography have to be in Harvard's citation style.

Submission: Week 4 – Via Moodle (Turnitin) before August 23rd at 23:59 CET

Deadlines & Submission Policy: Late submissions without approved mitigating circumstances may result in one of the following penalties:

- Work submitted until August 25th at 14:00 CET, will be marked and feedback will be provided. However, the grade will be capped at 70%.

- Work submitted after August 25th at 14:00 CET, will not be marked and will receive the final grade '0'.

Weight: This task is a 40% of your total grade for this subject.

It assesses the following learning outcomes:

- Outcome 1: understand social media marketing within the context of the marketing strategy and IMC.
- Outcome 2: describe the different social media consumers and assess engagement strategies.
- Outcome 3: evaluate content strategies within the framework of the social media campaign and platforms.

Rubrics

	Exceptional 90-100	Good 80-89	Fair 70-79	Marginal fail 60-69
Knowledge & Understanding (20%)	Student demonstrates excellent understanding of key concepts and uses vocabulary in an entirely appropriate manner.	Student demonstrates good understanding of the task and mentions some relevant concepts and demonstrates use of the relevant vocabulary.	Student understands the task and provides minimum theory and/or some use of vocabulary.	Student understands the task and attempts to answer the question but does not mention key concepts or uses minimum amount of relevant vocabulary.
Application (30%)	Student applies fully relevant knowledge from the topics delivered in class.	Student applies mostly relevant knowledge from the topics delivered in class.	Student applies some relevant knowledge from the topics delivered in class. Misunderstanding may be evident.	Student applies little relevant knowledge from the topics delivered in class. Misunderstands are evident.
Critical Thinking (30%)	Student critically assesses in excellent ways, drawing outstanding conclusions from relevant authors.	Student critically assesses in good ways, drawing conclusions from relevant authors and references.	Student provides some insights but stays on the surface of the topic. References may not be relevant.	Student makes little or none critical thinking insights, does not quote appropriate authors, and does not provide valid sources.
Communication (20%)	Student communicates their ideas extremely clearly and concisely, respecting word count, grammar and spellcheck	Student communicates their ideas clearly and concisely, respecting word count, grammar and spellcheck	Student communicates their ideas with some clarity and concision. It may be slightly over or under the wordcount limit. Some misspelling errors may be evident.	Student communicates their ideas in a somewhat unclear and unconcise way. Does not reach or does exceed wordcount excessively and misspelling errors are evident.