MKTG 437 Team Project -Digital Marketing Campaign

In this assignment, students will work in teams of 4-5 to create and implement a Digital Marketing Campaign. Student teams will design, develop, and implement a digital marketing campaign using a variety of digital marketing tactics for a “real” client.

# Team Selection:

Students may self-select into teams of 4. All remaining students will be assigned to a team.

# Teamwork:

All team members must make a significant contribution to the campaign materials. Team members must be respectful, perform tasks, meet deadlines, attend team meetings, participate in the writing and creating of group materials, etc. Team members should try and resolve problems before coming to me. However, if there is a problem with a team member not contributing or there are other problems, a Team Member Evaluation form can be downloaded at the course web site. Please complete the form and email it to me. Actions and penalties are stated on the form.

# Client Selection:

Student teams have two options: 1) The professor will assign your team to a “real” client in need of digital marketing assistance, or 2) Teams may select their own organization or firm. It may be a local small business, CSULB student club, small business on campus, or a local non-profit organization. Other ideas include a campus club or a club off-campus. There are also several small businesses on campus that may be in need of a digital marketing campaign. You may go off campus to a small business in Long Beach (such as small restaurants, dry cleaners, nail salons, etc.) that does not have a digital marketing presence. Look around for there are many options available. The important thing to remember is that this must be a “real” firm, club or organization that is in need of a “real” digital marketing campaign.

# Deliverables:

This assignment has FOUR learning outcomes:

# A digital marketing plan including situational analysis and pre-campaign presentation

The pre-campaign situational analysis and marketing plan must include the following content:

* 1. Client Overview
  2. Digital SWOT Analysis
  3. Value Proposition (current vs. proposed)
  4. Objectives of the Team
  5. Digital Assets To Be Developed / Improved
  6. 3-week Digital Campaign and Measurement (KPIs)
  7. Timeline of the Project

Section (v) must include a minimum of two components (e.g., webpage, email marketing, search advertising, facebook page/Instagram, Yelp, Trip Advisor, App, video marketing, and etc.) Please work closely with the client to determine which two (or more) components are the most helpful for them and feasible to complete in one semester. Also, you need to find out if any budget is available to support digital asset development as well as the 3-week campaign.

# The development of digital assets as specified in the plan (i.e. website, social posts, email campaign, etc.)

Teams will create digital assets that were described in the digital marketing plan. This is a creative process in which the strategy is actualized though various digital marketing tactics. This requires some skills in design and software. Student teams will take the initiative to explore tools such as Wix (for creating websites), Google Ads (for keyword advertising), Facebook, Instagram, MailChimp (for email marketing), and etc. The professor will provide resources when deemed necessary.

# The implementation of a 3-week (digital) marketing campaign for the client

The fun part! Similar to a real business situation, your team must be ready to present status reports on your ongoing project throughout the semester to the professor and to your client. You should expect feedback at these checkpoints. Also, expect frequent course-correction to achieve the most desirable outcomes.

# A professional post-campaign project written report and/or a post-campaign oral presentation

Teams will create two deliverables as follows:

* **Post-campaign Presentation -- PowerPoint Slides** must be submitted as hardcopy AND as an electronic file to the class BeachBoard Dropbox. This will be done in presentation format and your team will present it to the whole class (the client may be present, if they choose to come). The post-campaign presentation is about 15 minutes long, plus Q&A.
* **A Post-campaign Project Report** must be submitted as hardcopy AND as an electronic file to the class BeachBoard Dropbox. (*12-point Times New Roman Font*, *1-inch Page Margins*, *1.5 Line Spacing*, *10- 15 pages)*

See BeachBoard for samples of marketing project reports from previous classes. You may use these examples to model your own report.

* + Close out meeting with clients/instructions

This team project lasts about 3 months and accounts for a significant portion of the student’s total score. The quality of overall marketing strategy, the digital assets developed by the team, the campaign, the project report, and the presentations will jointly determine the team’s project score. The professor will grade the project taking into consideration the feedback and evaluation from the client as well as from other students in the class. After the professor determines team scores on these assignments, an individual student’s score will be adjusted based on team members’ evaluation on his / her contributions to the team via “peer evaluation”.

You will have opportunities to work on your team projects in class, but a good amount of this project will be completed outside of class. I would suggest at least meeting up once a week, face to face, to move the project forward.

# Project Deliverables (Timeline - See Master Course Schedule)

1. *Situational Analysis to Identify Opportunities*
2. *Objectives: Develop and State Your Goals*
3. *Strategy: Target One or More Segments*
4. *Strategy: Select Social Media Channels*
5. *Tactics: An Integrated Experience*
6. *Establish An Activation Plan and Execute!*
7. *Measure the Plan/Campaign*
8. *Report and Present Your Project*