

**BTIS3063 Individual Assignment**

|  |  |  |
| --- | --- | --- |
| Programme | : |  |
| Subject Code | : | BTIS3063 |
| Subject Name | : | Digital Media Marketing |
| Lecturer Name | : | Ms Chan Ler- Kuan |
| Academic Session | : |  |

**Detail:**

|  |  |
| --- | --- |
| Assignment / Tutorial / Project / Report Title: | Individual Assignment |
| Names: | Chiam Bak Seng |
| Student ID: | B190047A |
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| Due Date: | 14 August 2020 |

**Assessment:**

|  |  |
| --- | --- |
| **MARK:** | Comments: |

This cover sheet must be completed and firmly attached to the front of the submission. All works must be submitted by the due date. Please note that it is the student’s responsibility to retain a copy of his / her own assignment.

# Rubric for Assignment

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Criteria | Requires Revision to Meet Requirements  (0 - 2 marks) | Meets Minimum Requirements  (3 - 4 marks) | Exceeds Requirements  (5 marks) | **Marks** |
| Content | Content is unclear, inaccurate  Incomplete support for the central purpose, arguments or goals are weak or poorly discussed | Present clear and appropriate information that adequately supports the central purpose, arguments or goals of the project | Presents balanced, significant and valid information that clearly and convincingly supports the central purpose, arguments or goals of the project. |  |
| Clarity, focus coherence & support  (intensity) | The review is vague and lacks focus and coherence and is not well discussed. Discussion lacks support from expert knowledge/theory/past research | The review is fairly clear, focused, coherent and well discussed with support from expert knowledge/theory/past research | The review is clear, focused, coherent and well discussed with support from expert knowledge/theory/past research |  |
| Grammar and Spelling | * More errors in punctuation and capitalization | * Some errors in punctuation and capitalisation | Punctuation and capitalization are correct |  |
| Structure / Text Formatting | * Lack of tidiness * Lack of colour coordination * Weakly organised * Not adhering instructions. | * Average user-friendliness and tidiness * Some technical or structure errors * Well organized but need improvement * Partially adhering instructions | * Good user-friendliness and tidiness * No technical or structure errors * Well organised * Adhering instructions. |  |
|  |  |  | **Calculation** | **\_\_\_\_\_ / 20 \*15** |

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**Section A: Complete All Questions**

# 1) Facebook Platform

a) Education industry

|  |  |
| --- | --- |
| Brand Name | TheLead.io |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

b) Information Technology industry

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

c) Influencer

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

## 2) Instagram Platform

a) Education industry

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

b) Information Technology industry

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

c) Influencer

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

## 3) YouTube Platform

a) Information Technology industry

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the video you like |  |
| video link / URL |  |
| List 2 reasons that the video attract you |  |
| What are the keywords / phrases that attract you |  |

b) Influencer

|  |  |
| --- | --- |
| Channel Name |  |
| Link / URL |  |
| Screen capture the video you like |  |
| video link / URL |  |
| List 2 reasons that the video attract you |  |
| What are the keywords / phrases that attract you |  |

c) Influencer

|  |  |
| --- | --- |
| Channel Name |  |
| Link / URL |  |
| Screen capture the video you like |  |
| video link / URL |  |
| List 2 reasons that the video attract you |  |
| What are the keywords / phrases that attract you |  |

## 4) Blog / Website

a) Education industry

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

b) Information Technology industry

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

c) Influencer

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

## 5) LinkedIn platform

a) Education industry

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

b) Information Technology industry

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

c) Influencer

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

## 6) TikTok platform

a) Influencer

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

b) Influencer

|  |  |
| --- | --- |
| Brand Name |  |
| Link / URL |  |
| Screen capture the post you like |  |
| Post link / URL |  |
| List 2 reasons that the post attract you |  |
| What are the keywords / phrases that attract you |  |

**Section B: Interview with Mr. Chia Choon Wha**

Write a 300 words reflective report about this sharing session. The experience sharing date will be announced on Microsoft Teams.

**References**

All resources must be cited using APA referencing style.

**Document Format**

Page size: A4

Margin: Normal

Font Type: Arial

Font Size: 12pt

Line spacing: 1.5 lines

Header: Group name and subject code

Page number: Bottom Middle

**~End of Assignment ~**