



ANGELES UNIVERSITY FOUNDATION
Angeles City
COLLEGE OF COMPUTER STUDIES
ITE40-Professional Elective (Digital Marketing)



Individual Assessment Project

Objective of the Student for This Activity:

- The student will learn how to create a cohesive and visually appealing brand identity, including logo, colors, and typography that align with the brand's values and target audience.
- The student will perform a SWOT analysis to better understand their brand's position in the market compared to competitors, identifying opportunities for differentiation.
- The student will outline the customer journey across digital platforms, understanding how to engage customers at each stage from awareness to advocacy, and plan effective digital touchpoints.
- The student will integrate branding, competitive analysis, and customer journey mapping into a comprehensive strategy, demonstrating their ability to make informed marketing decisions.

Brand Design

Objective: Develop the visual identity of your brand.

Create a logo, color palette, and typography for your brand.

Provide a brief justification for your design choices. Why did you select certain colors, fonts, and logo style?

How do these choices represent your brand's identity?

Brand Voice & Personality

Describe your brand's voice. Is it formal, friendly, witty, or professional?

Provide examples of how your brand would communicate through social media, website, and advertising.

Define your brand's personality in three to five traits (e.g., innovative, approachable, reliable).

Explain how these traits resonate with your target audience.

Brand Competitive Analysis

Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for your brand and two competitors.

Provide insights on what differentiates your brand from its competitors. Consider pricing, target audience, marketing strategies, and product features.

Identify gaps in the competitors' branding and how your brand could exploit these opportunities.

Customer Persona Creation

Create a detailed customer persona including: Name, Age, Occupation, Income Level, Interests,

Pain Points, Goals, and Preferred Digital Platforms.

Include a visual representation (image) and any psychographic details that would influence their decision-making.

Digital Customer Journey Mapping

Identify the 5 stages of the customer journey: Awareness, Consideration, Purchase, Retention, and Advocacy.

Describe how your brand interacts with the customer at each stage. What digital touchpoints

(social media, email, website, ads) will be used? What messages will you send?

Include a brief action plan for driving customer engagement at each stage (e.g., social media ads during Awareness, retargeting emails during Consideration).

Evaluation Criteria: 40 points

- Creativity and Design Quality (Brand Design, Brand Voice & Personality)
- Strategic Thinking (Competitive Analysis, Customer Journey Mapping)
- Clarity and Detail (Customer Persona, Digital Journey Touchpoints)
- Justification and Analysis (SWOT Analysis, Brand Differentiation)

Rubrics

Category	Very Good 10 pts	Good 8 pts	Fair 6 pts	Poor 4 pt
Required Elements Score:	Goes over and above all the required elements stated in the directions & instructions	Includes all of the required elements as stated in the directions/instructions	Missing one or more of the required elements as stated in the directions/instructions	Several required elements are missing from the project
Creativity and Uniqueness Score:	Exceptionally clever and unique in showing deep understanding	Thoughtfully and uniquely presented; clever at times in showing understanding of the material	A few original touches enhance the project to show some understanding of the material	Shows little creativity, originality and/or effort in understanding the material
Neatness and Attractiveness Score:	Exceptionally attractive and particularly neat in design and layout	Attractive and neat in design and layout	Acceptably attractive but may be messy at times and/or show lack of organization	Distractingly messy or very poorly designed. Does not show pride in work.
Understanding of Content Score:	Shows a sophisticated understanding of the themes in the work	Shows an understanding of the major themes of the book	Displays a somewhat limited understanding of the book. May have a few misinterpretations.	Does not show an understanding of the text. Misses plot points and has quite a few misinterpretations.
Overall Effectiveness and Completion Score:	Project is engagingly organized and presents material that is captivating for the viewer.	Project is somewhat organized, complete and holds the attention of the viewer	Project is disorganized and incomplete at times and is somewhat able to hold the attention of the viewer	Project is incomplete and not easy to follow
Timeliness	On time Submission			Late Submission
Comments:				
Total Score: /60				



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