



Individual/ Group Assignment 1

Name:

Student ID:

Class: | Course: Communication and In-Group Working Skills (SSG104)

Lecturer: Nguyễn Thị Thới

Submission date:

Comment	Grading grid	Signature
Assessor 1		
Assessor 2		
Student declaration I certify that the assignment submission is entirely my own work and I fully understand the consequences of plagiarism. I understand that making a false declaration is a form of malpractice.	Student's signature:	

This assignment is **Group** with 2 part must submit before deadline: a report which must be submitted by **word document** AND a **pitch deck presentation** which must be presented verbally in person in the class. **Group leader rating the contribution is the result for your assignment.**

Report format:

You must use font Times new romance size 12 or bigger font size, set number of the pages and use multiple line spacing at 1.5. Margins must be: left: 1.25cm; right: 1 cm; top: 1 cm and bottom: 1 cm.

The reference follows Harvard referencing system guided by the FPT University Ho Chi Minh City.

The recommended word limit is 2,000 – 3000 words (+/- 10%). The cover page of the report has to be the Assignment front sheet 1.

Grading scale: 10

Submission Students are compulsory to submit the assignment in due date and in a way requested by the lecturer

Project: Social Media Project

Topic: Target travelers earlier in their booking journey

Kindly review the enclosed link <https://cutt.ly/LwwInXnA> for an overview of the topic "Targeting travelers earlier in their booking journey." Additionally, please collaborate as a group to develop a social media plan that effectively engages travelers and highlights the various attractions to visit in Mui Né, while also promoting *The Sailing Bay Resort*. Feel free to reference the **templateS** as a benchmark for creating your own proposal.

what MNe have ?cn c thi tit?

Website: <http://thesailingbay.com/>

Template proposal:

<https://drive.google.com/drive/folders/1dFBCfJrIFX1DVSkHQOpSTeRIhiZ1fmOJ?usp=sharing>

Structure of report: (0.5 is rewarded for nice documentation)

Section	1	2	3	4	5	6	7	8	9	10
Mark (0.5)	1			1.5	1.5	1.5	1.5	1.5	1	

Note: Please tabulate the contribution rating for this assignment.

Submission date: 10th July