University of London International Programmes
CO3323 Electronic commerce
Coursework assignment 2 2016–2017

Coursework assignment 2

You should answer **all** questions.

Please submit **one** pdf document that is named using the following naming convention:

FamilyName_SRN_COxxxxcw#.pdf (*e.g.* Zuckerberg_920000000_CO3323cw2.pdf)
- o **FamilyName** is your family name (also known as last name or surname) as it appears in your student record (check your student portal)
- o **SRN** is your Student Reference Number, for example 920000000
- o **COXXXX** is the course number, for example CO3323, and
- o **cw#** is either cw1 (coursework 1) or cw2 (coursework 2).

Please make sure that you use and cite your reference material appropriately in the body of your submission, with full details provided in a reference section at the end. Remember that this should be your own work and not over-dependent on extensive quotation or paraphrase.

Marketing and promoting an e-commerce mobile application

Introduction and background

The world of mobile technology is ever evolving and becoming more competitive by the day. Companies such as Apple and Samsung are producing increasingly sophisticated smartphones, smart watches and devices to support the 'Internet of Things'. These products often use e-commerce applications to provide users with services.

This coursework assignment introduces some key issues surrounding marketing and promoting mobile applications. The coursework assignment is designed to encourage you to explore many of the major decisions and issues concerned with creating a marketing and promotions plan for a new e-commerce mobile application.

Learning outcomes

This coursework assignment will allow you to gain an understanding of the following:

- Key facts covered to date within the course.
- How to author and present a coherent marketing plan.
- How to design a storyboard for an online advert for a mobile e-commerce application.

Instructions

In Coursework assignment 1 you were asked to specify and design a mobile application for an e-commerce business of your choice. The application needed to exploit location based-services of GPS – available when running on a mobile application. In this coursework assignment, you are asked to work on a marketing and

promotions strategy for your new mobile application, based on your earlier specification and design.

1. Create a marketing strategy proposal

Using the proposal you developed in Coursework assignment 1 and the knowledge you have gained regarding e-commerce and m-commerce strategies, devise a marketing strategy for the new e-commerce mobile application you previously proposed.

In creating this marketing strategy, incorporate Michael Porters 'Four Ps' model of Product, Price, Promotion and Place to detail the following for your new m-commerce business:

1. Product – its quality, design, features, branding and customer perception.
2. Pricing – value to the customer, price of competing products, customer price sensitivity and discounts.
3. Promotion – advertising, public relations and online communications.
4. Place – distribution channels, market coverage and logistics.

[50 marks]

2. Create a storyboard for your online advertisement

The second part of this coursework assignment requires you to examine different approaches used by companies to create video adverts to market their e-commerce mobile apps.

When promoting a business, product or service using an advert, it is useful to create a storyboard. This is a series of graphical illustrations or images displayed in sequence for the purpose of pre-visualising the advert.

The storyboard is essentially a large comic of the advert produced beforehand to help the makers of the advert to visualise the scenes and find potential problems before they occur. Often storyboards include arrows or instructions that indicate movement.

You are required to create a storyboard for a video advert for your proposed e-commerce mobile application. Your storyboard should be paper-based; namely, **not** video. It can include sketches, pictures, sets of instructions in sequence, etc., and you should use e-tools where appropriate. The more expressive your storyboard is, the more it will help you to get your message across.

The storyboard should convey three key messages:

1. What is the problem that your app addresses?
2. What are the consequences of this problem?
3. How does your mobile e-commerce application solve the problem?

[50 marks]

[TOTAL 100 marks]

[END OF COURSEWORK ASSIGNMENT 2]