University of Westminster
School of Electronics and Computer Science

SUBJECT TO EXTERNAL EXAMINER APPROVAL

6MARK017W Digital Marketing, Social Media and Web Analytics Assessment Specification (2022/23)	
Module leader	Dr Philip Worrall
Units	Coursework 1 – Individual - CW1
Weighting:	50%
Qualifying mark	30%
Description	Digital marketing models and search engine optimisation
Covered Learning Outcomes	LO1 - Critically evaluate web marketing models and compare them with traditional models. LO2 - Demonstrate a good understanding of the use of SEO, email campaigns, and social media, as effective marketing tools. LO3 - Employ SEO techniques to maximise the effectiveness of marketing on the web, and design email marketing campaigns. LO5 - Critically interpret and discuss the results generated from SEO and analytics tools and provide recommendations for given scenarios.
Handed Out:	7pm Tuesday 31st January 2023
Due Dates	**1pm Tuesday 7th March 2023**
Expected deliverables	Single electronic file containing coursework answers (in either PDF of DOCX format)
Method of Submission:	Electronic submission on BB via a provided link in the assessment folder.
Type of Feedback and Due Date:	Written feedback on the submission will be provided within 3 weeks after the submission (the mark and comments via BB Rubric). All marks remain provisional until formally agreed by an Assessment Board.
BCS Criteria meeting in this assignment	2.1.1 & 2.1.2 Knowledge and understanding of facts, concepts, principles theories 2.1.2 Use of such knowledge in modelling and design 2.2.2 Evaluate systems in terms of quality and trade-offs 2.2.4 Deploy tools effectively 2.3.2 Development of general transferable skills 3.1.1 Demonstrate a systematic understanding of the knowledge of the domain of their programme of study. 3.2.2 Defining problems, managing design process, and evaluating outcomes 4.1.1 Knowledge and understanding of scientific and engineering principles

Assessment regulations

Refer to Part 3: Assessment regulations for taught courses of the guide for undergraduate students for a clarification of how you are assessed, penalties and late submissions, what constitutes plagiarism etc.

https://www.westminster.ac.uk/sites/default/public-files/general-documents/handbook-of-academic-regulations-2020.pdf

Penalty for Late Submission

If you submit your coursework late but within 24 hours or one working day of the specified deadline, 10 marks will be deducted from the final mark, as a penalty for late submission, except for work which obtains a mark in the range 40 – 49%, in which case the mark will be capped at the pass mark (40%). If you submit your coursework more than 24 hours or more than one working day after the specified deadline you will be given a mark of zero for the work in question unless a claim of Mitigating Circumstances has been submitted and accepted as valid.

It is recognised that on occasion, illness or a personal crisis can mean that you fail to submit a piece of work on time. In such cases you must inform the Campus Office in writing on a mitigating circumstances form, giving the reason for your late or non-submission. You must provide relevant documentary evidence with the form. This information will be reported to the relevant Assessment Board that will decide whether the mark of zero shall stand. For more detailed information regarding University Assessment Regulations, please refer to the following website: https://www.westminster.ac.uk/current-students/guides-and-policies/academic-matters/academic-regulations.

Coursework 1 – Digital marketing models and search engine optimisation (SEO)

OVERVIEW

The coursework consists of a series of **3 questions**. You are required to provide answers to **ALL** questions and this coursework must be completed **INDIVIDUALLY**. The number of marks available for each question is provided in the right-hand margin. The total number of marks available is 100.

This assessment carries **50%** of the total marks for this module.

COURSEWORK SUBMISSION

You are required to submit your answers to this coursework via Blackboard on or before **1pm Tuesday 7th March 2023**. Your submission should be in either PDF of Microsoft Word (.doc/.docx) format. The suggested word count for this coursework is **2500** words (not including tables or figures). You should ensure that you label each of your answers with the question number that you are attempting to answer.

The first page of your submission should consist of a front cover, including: your name, student ID, the module code, title of this module and a word count. Otherwise, your name and student ID should not appear anywhere else on your submission.

Digital Marketing Models

Millers Buying Circle (2012) is a model used by marketers to represent the steps a consumer goes through to complete a purchase.

Question 1

Using an online retailer of your choice as a case-study, critically evaluate the relevance of Millers Buying Circle in digital marketing.

In your answer you **MUST**:

- State the name of the online retailer you have selected for your case study.
- Define and explain any technical terms that you use.
- Give an overview of Millers Buying Circle model.
- Discuss any important features or characteristics.
- Explain how each element of Millers Buying Circle might apply to your case study.
- Evaluate the use of Millers Buying Circle to inform digital marketing campaigns.

[25 Marks]

Search Engine Optimisation

Imagine that you work for a Public Relations (PR) agency that promotes the brand image of celebrities and famous people. Your manager has asked you to help promote a new client by setting up a small microsite about them.

As the new client is a famous movie star, the microsite should contain information about films they have recently starred in, any awards they have won, products they promote or their personal interests. For this activity you are free to choose the movie star you will use for your case study.

Question 2

A) Using Google Sites, setup an initial 5-page microsite for your chosen movie star. The microsite is aimed at fans of the movie star and potential talent agents. For example, one page might be about recent movies they have started in, or another could be about their acting style. Add some initial content (text and images) to your site and apply minimal styling.

Take a screenshot of each of the 5 individual pages as evidence that they have been created and **provide a URL** to your newly created microsite.

[6 Marks]

B) Define what is meant by *keyword research* and state its role in search engine optimisation (SEO). In your answer you should mention any online tools you feel are relevant.

[4 Marks]

C) Optimise **TWO** pages of your website using *keyword research* and provide detailed evidence of the process you have followed.

In your answer you **MUST**:
- Include details of a keyword density analysis (KDA) conducted prior to performing any optimisation and interpret the results.
- State the two keywords that you have selected for each page and describe the process you used to select them.
- Use an appropriate tool to determine the ranking and competitiveness of your chosen keywords and interpret the results.
- Explain how you developed each page's content around your chosen keywords.

- Include screenshots of each page both before and after optimisation, highlighting the changes you have made.

[15 Marks]

D) Backlinks and internal linking are two examples of alternative search engine optimisation (SEO) techniques.

I. For each technique, give a brief overview of how it works and explain the intuition behind why it may help to improve search engine ranking.

[6 Marks]

II. Apply these two techniques to your microsite and explain in detail how they have been implemented. Provide evidence that they have been applied in the form of screenshots.

[4 Marks]

E) Evaluate the use of *unethical search engine optimisation* (SEO).

In your answer you **MUST**:
- Define the term unethical search engine optimisation.
- Give detailed examples of unethical practices.
- Summarise major developments in search engine algorithms designed to mitigate unethical search engine optimisation.
- Discuss the use and impact of search engine penalties using examples from industry.

[15 Marks]

Social Media and Traditional Marketing Methods

Question 3

A) Acquisition is an important first step in the marketing process. Acquisition involves creating awareness of a product/or service to increase the number of prospects.

Compare and contrast social media marketing with **TWO** traditional marketing methods for the purpose of acquisition. In your answer you **SHOULD**

- Summarise the key differences between traditional and social media marketing.
- Demonstrate a critical understanding of how each approach works.
- Evaluate their advantages and disadvantages.

[15 Marks]

B) Critically discuss the role of social media marketing in managing the longer-term relationship between consumer and producer.

In your answer you **SHOULD:**

- Define the terms consumer and producer.
- Discuss what is meant by the long-term consumer-producer relationship.
- Highlight ways in which this relationship can be strengthened using social media marketing.
- Illustrate your answer with a real-world example.

[10 Marks]

6MARK017W - COURSEWORK1 - MARKING SCHEME

NOTE: *Marks will be allocated in relation to the correctness, completeness, and the quality of the answer provided.*

Criteria	Mark Per Component	Mark Provided	Comments
Question 1 Digital Marketing Models	**25 marks**		
Using an online retailer of your choice as a case-study, critically evaluate the relevance of Millers Buying Circle in digital marketing.			
- State the name of the online retailer you have selected for your case study. (1 mark) - Define and explain any technical terms that you use. (2 marks) - Give an overview of Millers Buying Circle model. (6 marks) - Discuss any important features or characteristics. (4 marks) - Explain how each element of Millers Buying Circle might apply to your case study. (6 marks) - Evaluate the use of Millers Buying Circle to inform digital marketing campaigns. (6 marks)	25		
Question 2 Search Engine Optimisation	**50 marks**		
A) Using Google Sites, setup an initial 5-page microsite for your chosen movie star. The microsite is aimed at fans of the movie star and potential talent agents. For example, one page might be about recent movies they have started in, or another could be about their acting style. Add some initial content (text and images) to your site and apply minimal styling.	6		

Take a screenshot of each of the 5 individual pages as evidence that they have been created (5 marks) and **provide a URL** to your newly created microsite (1 mark).			
B) Define what is meant by *keyword research* and state its role in search engine optimisation (SEO) (3 marks). In your answer you should mention any online tools you feel are relevant (1 mark).	4		
C) Optimise **TWO** pages of your website using *keyword research* and provide detailed evidence of the process you have followed. In your answer you **MUST**: • Include details of a keyword density analysis (KDA) conducted prior to performing any optimisation and interpret the results (3 marks). • State the two keywords that you have selected for each page and describe the process you used to select them. (4 marks). • Use an appropriate tool to determine the ranking and competitiveness of your chosen keywords and interpret the results. (2 marks). • Explain how you developed each page's content around your chosen keywords. (4 marks). • Include screenshots of each page both before and after optimisation, highlighting the changes you have made. (2 marks).	15		

D) Backlinks and internal linking are two examples of alternative search engine optimisation (SEO) techniques. i) For each technique, give a brief overview of how it works (3 marks) and explain the intuition behind why it may help to improve search engine ranking (3 marks). ii) Apply these two techniques to your microsite and explain in detail how they have been implemented (2 marks). Provide evidence that they have been applied in the form of screenshots (2 marks).	10		
E) Evaluate the use of *unethical search engine optimisation* (SEO). In your answer you **MUST**: • Define the term unethical search engine optimisation (2 marks). • Give detailed examples of unethical practices (2 marks). • Summarise major developments in search engine algorithms designed to mitigate unethical search engine optimisation (6 marks). • Discuss the use and impact of search engine penalties (3 marks) using examples from industry (3 marks).	15		
Question 3 Social Media and Traditional Marketing Methods	**25 marks**		
A) Acquisition is an important first step in the marketing process. Acquisition involves creating awareness of a product/or service to increase the number of prospects.	15		

Compare and contrast social media marketing with **TWO** traditional marketing methods for the purpose of acquisition. In your answer you **SHOULD** • Summarise the key differences between traditional and social media marketing (3 marks). • Demonstrate a critical understanding of how each approach works (6 marks). • Evaluate their advantages and disadvantages (6 marks).			
B) Critically discuss the role of social media marketing in managing the longer-term relationship between consumer and producer. In your answer you **SHOULD** • Define the terms consumer and producer (2 marks). • Discuss what is meant by the long-term consumer-producer relationship (3 marks). • Highlight ways in which this relationship can be strengthened using social media marketing (4 marks). • Illustrate your answer with a real-world example (1 marks).	10		
END			