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| **Unit Code:** | ENSN201 |
| **Type of Assessment:** | Formative Assessment |
| **Length/Duration:** | One page of answer |

**Week 4**

**Chapter 6: E-commerce Marketing and Advertising**

**In Week-4 Tutorial, you have helped to create an online platform for ABC Gift Company. They are now ready for marketing. You have been appointed as Marketing Consultant for this company.**

**You job is to create an online marketing strategy for this company.**

**Marking Guide (Rubric):**

**Total Marks: 20**

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| **Marking Criteria** | **Lecturer Expectation** | **Marks** | **Comments** |
| Analysis | Questions answered and covered in Depth |  |  |
| Concept | Demonstrates good understanding of key concepts |  |  |
| Idea | Original and creative thoughts |  |  |
| Critical Analysis | Critical and evaluative analysis of relative importance of issues |  |  |