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**Infocomm Sales and Marketing**

Year 2/3 (2024), Semester 3/5

## SCHOOL OF INFOCOMM TECHNOLOGY

Diploma in Information Technology

Diploma in Data Science

**ASSIGNMENT 2**

|  |  |
| --- | --- |
| **Weightage:** | **5­0%** |
| **Individual/Team/Both:** | **BOTH** |
| **Required** | Section A: Report (15%)  Section B: Presentation (15%) |
| **Deadline:** | Report  Soft copy (POLITEMall):  **25th Jul 2024 Thursday 2359 hr**  Hardcopy  Submission of report will be **on the day of**  **presentation, 2359 hrs.**  Presentation  **Presentations will start anytime from Week 16 beginning 29th Jul, Monday 2024**  Submission of slides to POLITEMall will be by **end of Week 16, 4th Aug, Sunday 2024 2359hr (similar to report deadline)** |

**Penalty for late submission**:

10% of the marks will be deducted per day

(including Saturday, Sunday and public holiday).

No online submissions nor hardcopies will be accepted after 4th Aug 2024, 2359hrs.

**Plagiarism**:

Students are reminded that plagiarism will be dealt with severely.

There is a total of 6 pages (including this page) in this handout.

**Fairness Policy:**

This is a GROUP ASSIGNMENT. To prevent the dispute of freeloading resulting in the unfairness of sharing the same grade, the team may exercise the right to work on the assignment only with teammates whom they can work with cohesively.

Student/s who is/are not in the team will have to work on the assignment solo and submit an **individual assignment**.

**Section A.1: Report (Group: 30 marks)**

You are a team of consultants engaged by the following listed companies to comment on the organisation’s direction**, as AI-based service providers in the respective industries:**

1. ***AI-based Finance and Insurance service providers,*** which rely heavily on accuracy, real-time reporting and processing high volumes of quantitative data to make decisions with all areas intelligent machines excel in.Suggestions of companies will include Gradient AI, Morningstar, PwC
2. ***AI-based Travel and Transportation service providers,*** where AI-powered chatbots are rapidly changing the travel industry by facilitating human-like interaction with customers for faster response times, better booking prices and even travel recommendations. Suggestions of companies will include SmarterTravel, Hopper, Metropolis
3. ***AI-based Social Media platforms*** where billions of users across social media platforms, social media is in a constant battle to personalize and cultivate worthwhile experiences for users and AI has proven to make or break the future of this industry. Suggestions of companies include Twitter, Facebook, Snapchat
4. ***AI-based companies in the Retail sector***, in which Companies use artificial intelligence to deploy chatbots, predict purchases and gather data to create a more customer-centric shopping experience. Suggestions of companies include Instacart, McDonald’s Global Technology, Whole Foods Market, LivePerson.
5. ***AI-based Marketing service providers,*** whereby AI-powered tools like keyword search technologies, chatbots and automated ad buying and placement have now become widely available to small and mid-sized businesses. Suggestions of companies include Smartly, Zeta Global, Spectrun, RTB House, Drift, GumGum

Each team is to **choose ONE unique industry from the list above** and state the company chosen.

**You are to seek approval from your tutor on the choice of company before you proceed.**

You should use **relevant** analytical frameworks covered in this module for your analysis. You are not expected to use all the frameworks taught. For this assignment, you will submit a written report as well as present your findings to an evaluation panel. Please refer to Appendix A for the report format.

You are encouraged to use the Internet and library resources/books to help you with your research.

Your report should address the following items:

1. Situation Analysis – Industry, Company and Situation Analysis (5 marks)

Situation Analysis – Industry

Analyse and describe the nature of the industry. You are encouraged to use frameworks like:

* Michael Porter’s 5 Forces Model
* Industry Life Cycle
* Industry segmentation

Situation Analysis – Company

Analyse and describe the company’s management orientations and marketing strategies. You are encouraged to use tools like:

* Management Orientation
* Michael Porter’s Generic Strategies
* Michael Porter’s Value Chain Analysis
* SWOT Analysis

Situation Analysis – Portfolio Analysis

Analyse and describe the company’s portfolio management strategy. Use the relevant marketing analytical frameworks for your analysis, such as:

* BCG Model
* Product Life Cycle

1. Marketing Segmentation and Marketing Mix (10 marks)

Examine the relevant market segments for the company. Analyse and describe the marketing mix for the key product with reference to the target market segments. The marketing mix involves:

* Product
* Pricing
* Place / Distributors
* Promotion (to include the app built from PartyRock, and engagement of Social Media platforms)

1. Based on the analyses completed for Questions 1 to 4 above, evaluate the following (5 marks):
2. Is the marketing strategy adopted appropriate for the industry it is competing in?
3. Is the marketing mix adopted by the company well suited to its marketing strategy?
4. What is the value proposition to the target market segments? Is this a valid value proposition?
5. Based on the analyses completed for Questions 1 to 5 above, suggest what the company should do to improve its competitive position. (5 marks)
6. Your report will also be assessed on its quality such as format, presentation, structure, organization, and language. (5 marks)

**Section A.2: Report (Individual: 20 marks)**

In conjunction with the guest sharing by AWS on the use of Gen AI tools including PartyRock for development of apps, you are required to build an app using PartyRock as part of the marketing strategy for the company, under one the 4 Ps, ‘Promotions’.

Your section should include:

* Design Mocks of Screenshots of the App and URL for assessment of Design & Functionality
* Reflection­­ of experiences using PartyRock as one of the identified GenAI tool. Illustrate the concept and rationale behind the design of the app with marketing concepts learnt from ISM.

Students will need to perform the process of exploration, comparison and evaluation of PartyRock GenAI tool, amidst other similar GenAI tools. Do ensure that you include the following sections:

1. Develop the ability to evaluate sources by showing evidences of being able to differentiate between reliable and unreliable information regardless of the source.
2. Refining critical thinking skills by showing evidences on the assessing the validity, credibility and reliability of the findings.
3. Adopting cross-verification methods by showing cross-verification of facts across multiple platforms to ensure comprehensiveness and accuracy of information.
4. Understanding and mitigating flaws in GenAI by showing evidences of the ability to analyse on the inherent limitations and understand the flaws of GenAI tools.

**Section C: Presentation (Individual: 50 marks)**

Each group will share your analysis in a formal presentation, **not exceeding 20 minutes**. There will be a 5minutes QnA thereafter.

**Format of the presentation:**

You are a team of business consultants who are engaged by the company to comment on the company’s direction for the selected services. You will present to the senior management team of the company, including the CEO. The management is expecting to hear from you on the following:

* + - 1. An industry analysis
      2. A company analysis
      3. A portfolio analysis
      4. Strategy alignment, competitive advantage, and marketing mix including the use of various social media platforms
      5. Recommendation for improvements

Groups that are not presenting are to assume the role of the senior management, and students are expected to listen attentively and ask questions proactively. Marks will be awarded to individual students who ask quality questions. Marks will also be awarded to presenters who handle the Q&A session professionally.

**The tutor reserves the right to check the presentation slides to ensure the auto advancement of slides is turn on.** A softcopy of the presentation slides should be submitted to the group leader’s folder in MEL.

**Plagiarism and Copyright Issues**

Plagiarism means, “copying any part of a source, and then submitting it, claiming that it is your own work.”

Please ensure that all the works submitted by you are not copied from other sources. Any attempt to plagiarize will be dealt with severely, and it may result in your failing the module. If you have made any references to certain materials, make sure you cite the sources by acknowledging and providing the information necessary to find the source (e.g. Title and author of book, Internet links, etc.) Please refer to the following URL for more details: <https://www1.np.edu.sg/clte/antiplagiarism/policy.htm>

**Appendix A: Report Format**

* Font: Arial, Font size 11.
* Line spacing: 1.5 line spacing
* Appropriate page breaks and paragraph spacing.
* Page margin: 0.9” to 1.1” from edge
* Format: Only Microsoft .doc or .docx. Other formats like .pdf and .pages are not acceptable.
* Others:
  + Proper paragraphing
  + Proper headings, sub-headings. Headings and sub-headings should be appropriately numbered.
  + Proper headers, footers and page numbers

**Minimally the report should include:**

* A cover page
* Executive Summary
* A table of contents – this should be on a new page.
* An introduction
* Discussion, analysis, results or findings
* Recommendations
* An appropriate conclusion
* References

You must include details of the work by other authors, which have been included in your report. Please adhere to the APA style of referencing for this module. If you do not wish to add a list of references at the end of the report, you can insert the references as footnotes or endnotes in the main report but you are still expected to the APA style of referencing.

* Appendices

If you have additional information related to the report but which is not essential to the main report, you can create appendices to include the additional information.

**Make sure you adopt the rubrics of sensible English:**

* Varied sentence length.
* Proper punctuation.
* Proper grammar with subject-verb agreement and consistent tense
* Minimal use of subjective language like “beautiful”. What is “beautiful” to you may not mean the same to the reader.
* Do **NOT** use “I”. Personal pronouns are frowned on. This is a formal report.
* You should write in **reported speech**, where possible.
* Do **NOT** just “think”, “believe”, explain and support your “thinking” with credible 3rd-party sources.

**Instructions for report submission**

Each group will submit 1 group report. Please name your file as ***GroupName - ISM Assignment***

**Appendix B: Marking Criteria for Presentation**

1. Delivery and flow of ideas (20 marks)
2. Each group should make an effort to ensure that the presentation flow and structure is coherent in terms of design.
3. The points presented by each presenter should not contradict and should reinforce one other.
4. Quality of presentation material (25 marks)
5. Content – factual evidences and research
6. Design – e.g. Appropriate use of good images
7. Address audience’s questions (as a presenter) (5 marks)
8. Ability to respond to questions with good relevant responses.
9. Good rapport with the audience will be rewarded

**Students are advised that the presentation should not be a verbatim of the written report but rather serves to highlight important findings that are elaborated in the written report.**

**Do remember that the presentation is an essential component of the individual’s marks for this assignment.**

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