

Attempt 1

In Progress

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Unlimited Attempts Allowed

1/30/2025 to 5/2/2025

Details

Module Title:	Strategic Marketing and Entrepreneurship	Module Code:	7BUS2040-0105-2024
Assignment Format & Maximum Word count	Designing the content of appropriate marketing collateral		
	Group assignment (Groups of 4 people).		
	Maximum word count – 1000 words +/- 10%		
	· 100 words project overview		
	· 250 words to justify choice of marketing collateral	Assignment weighting	30%
	· Mind Map diagram using an appropriate template		
Coursework Submission:	· 250 words for AI prompts		
	· 200 words of AI generated text		
	· 200 words critical analysis		
	Time: 23:59	Coursework return	23 rd May 2025
Date: Thursday 24 th April 2025		Date returned to students:	
Method: Canvas			
Module Leader	Pfavai Nyajeka/ Diane Morrad	First marker	Diane Morrad
			Joseph Abang
			Peter Fraser
			Karen Bacchus
			Nicola Ryall

Dawn Kerr

Kamal Allil

PG Marketing

Sem B Module
Board

Internal Moderator

Gabriel Plata

Approved X
Date: 15.01.2025

Module Board name

External Examiner

Approved ☐

Date:

Module Board date

Assessment eligible for an extension on submission date (subject to UPRs)

YES

Retrievable
Assessment

YES

Assessment Criteria

Learning Outcomes: Knowledge and Understanding assessed in this assignment:

- Develop a critical understanding of the role and processes of strategic marketing planning in the creation of value and/or competitive advantage for a business
- Evaluate how marketing tactics should be adjusted depending on context of the organisation, factors in the environment, segmentation, customer perception and behaviour

Learning Outcomes: Skills and Attributes assessed in this assignment:

- Develop a range of entrepreneurial skills through a new venture or new product/service development project including team working, ideation, innova

Transformational Opportunities:

E.g. Use LinkedIn Learning to improve skills

- Artificial Intelligence (AI) is having an impactful role on marketing, which will continue to evolve (Kumar et al., 2024). Being able to analyse the implications and strategic approach to AI integration is now a critical skill for marketers.

(Kumar, V., Ashraf, A.R., and Nadeem, W. (2024) AI-powered marketing: What, where, and how? International Journal of Information Management, Volume

<https://www.sciencedirect.com/science/article/pii/S0268401224000318#:~:text=This%20study%20highlights%20six%20key%20marketing%20areas%20where,m>
[Accessed 01.12.2024]

Feedback /Marking criteria for this Assignment

- Performance will be assessed using HBS Grading Criteria (Rubric)
- **Feedback** for improvement will be given in writing via **your** Canvas **module site** within 4 weeks of submission
- **Lateness Penalty:** For each day or part day up to five days after the published deadline, coursework relating to modules submitted late will have the (UG 40/PG 50). Where the numeric grade awarded for the assessment is less than the minimum pass mark no lateness penalty will be applied. If the course grade is awarded. **Please note: Referred coursework submitted after the published deadline will be awarded a grade of zero (0).**

· **Extensions:** Students do not have an automatic right to an extension. If you require an extension, this must be requested in advance of the submission. Please check above.

· **Retrievable Assessment:** Students who fail a retrievable assignment have the opportunity to act on the feedback in a timely manner and to resubmit capped at 40% for UG and 50% for PG. Students who resubmit work and go on to Fail the module will still be able to do the referred coursework (capped at 40% for UG and 50% for PG).


Detailed Brief for Individual / Team Assignment

Assignment Title: Design and content of appropriate marketing collateral.

Marketing collateral is the collection of content, media and information used to support sales and marketing activities. Marketing collateral is any digital or printed material used to communicate the key benefits associated with an organisation and/or its products/services. Examples include banner advertising, blog posts, brochures, direct mail, displays, infographics, newsletters, podcasts, social media, video, webinars and websites.

Marketing collateral is therefore about communication. It is a tangible expression of a brand's/products'/service's narrative designed to convey a specific message and values to an audience.

Description of the assignment, task, content, and structure:

1. Review your group members' submissions for Coursework 1. Decide which product/service you will use for this assignment.
2. Based on the information in Coursework 1, decide which example of marketing collateral you will develop. Justify your choice using appropriate literature/theory (250 words)
3. Brainstorm your ideas for this marketing collateral. Document these using a Mind Map. Various free templates can be found here: [33 Free Mind Map Templates & Examples \(Word, PowerPoint, PSD\)](https://templatelab.com/mind-map/)  (<https://templatelab.com/mind-map/>).
4. Now assign ChatGPT a role to help you. E.g., as a content generator and strategist. Record what you ask ChatGPT to do for you (see step 5). You will need to set up an account with ChatGPT to do this, but it is free.
5. Document the prompts you use, based on your Mind Map. The prompt steps below are examples to guide you, but you must develop your own based on what information you think is appropriate for your organisation/product/service and the type of marketing collateral you want to produce. The maximum word count that you should ask AI to generate is 200 words, whatever kind of marketing collateral you are producing.

A) Example Prompt for Assigning a Role:

"You are a content strategist helping me craft a website home page for my organisation/product/service. Please help me create a concise, 150-word paragraph with a professional and persuasive tone."

B) Example Prompt for Market Context:

"My company is presenting A Product to Y audience in the [specific industry]. We specialize in [your solution], addressing a market gap in [example]. Please help me create a value proposition that highlights our unique approach and benefits."

C) Specify the Output You Want

Example Prompt for Output:

"Please create a value proposition paragraph of no more than 150 words, in a persuasive, confident, and professional tone. It should focus on the key benefits of our solution."

D) Set Rules or Constraints

I) Example Prompt for Rules:

"Remember, in the value proposition to maintain a customer-focused perspective that emphasizes benefits."

II) Analyse the Output**Example Prompt for Refinement:**

"This value proposition is close, but it lacks emphasis on [a particular strength]. Can you refine it to highlight that while keeping it under 150 words?"

Your final submission must be a report with the following headings:

- Introduction to the organisation/product/service (100 words)
- Choice of marketing collateral (maximum 250 words justification)
- Mind Map diagram using an appropriate template (1 side of A4. Must be legible).
- AI Prompts Used (250 words)
- Output: AI generated text (200 words)
- Critical analysis of the AI generated text (200 words)
- List of team members and their individual responsibilities.

This is the checklist that has been developed to help you with this assessment:

[Checklist for Assignment 2 SME_Designing content for marketing collateral using AI.pdf](https://herts.instructure.com/courses/120602/files/10731150?wrap=1)

(<https://herts.instructure.com/courses/120602/files/10731150?wrap=1>) ↓

(https://herts.instructure.com/courses/120602/files/10731150/download?download_frd=1)

This is the template we recommend you use for your submission:

[Assignment 2_Template_DLK.docx](https://herts.instructure.com/courses/120602/files/10731154?wrap=1)

(<https://herts.instructure.com/courses/120602/files/10731154?wrap=1>) ↓

(https://herts.instructure.com/courses/120602/files/10731154/download?download_frd=1)

Important: All team members are expected to contribute equally. Failure to do so may result in lower individual grades than other team members.

Any specific instructions:

The HBS Grading Criteria (rubric) will evidence how marks are awarded for individual parts of

the assignment i.e. Presentation and Structure, Intellectual Curiosity and Referencing, Content, Analysis, Discussion

Designing the content of appropriate marketing collateral**Weighting****Presentation and structure**

Appropriate professional report layout that uses the headings given in the assessment brief.

25

Within the word count.

Clearly written

Evidence/Intellectual curiosity

15

Uses appropriate supporting evidence from theory/literature.

Should use a minimum of 10 appropriate references (theory, literature and market information).

Correct citations and references using the Cite Them Right guidance.

Content

Addresses all the task's requirements.

Contains a clear and detailed Mind Map to summarise the team's brainstorming activity 60

AI prompts that align to the organisation/product and service and are appropriate for the selected form of marketing collateral

Evidence of critical analysis.

Total 100

Academic Integrity, Plagiarism, Essay Mills and other Academic Misconduct Offences

- **You are NOT allowed to copy** any information into your assignment without using quotation marks and a reference – this is 'plagiarism' (a type of academic misconduct).
- You are NOT allowed to copy from other students (or allow other students to copy from you) – this is 'collusion'.
- You are NOT allowed to copy from your own assignments on other modules – this is 'self-plagiarism'.
- **You must NEVER buy assignments** from websites (essay mills) – this is called 'contract cheating' and it is now illegal in the UK.
- Contract cheating is a serious academic misconduct offence and also includes arranging for help with an assessment such that there is also reasonable doubt as to whose work the assessment represents. It extends to input from a fellow student, friend, relative, or any other person, artificial intelligence with or without payment of any kind.
- For all references use **Cite it Right Harvard style**. <https://www.citethemrightonline-com.ezproxy.herts.ac.uk/category-list?docid=CTRHarvard> - Harvard Referencing **(see video for support)** <https://youtu.be/O8w2iCZnmuQ?feature=shared>



<https://youtu.be/O8w2iCZnmuQ?feature=shared>

- Unauthorised use of artificially generated material (AI) in researching or presenting material for an assessment is an academic misconduct offence if you use AI tools in producing your assessment unless the use of AI tools is expressly permitted. However, even if expressly permitted, where you do not declare that you have used an artificial intelligence tool(s) in the production of your assessment, or you are dishonest about the extent to which such tools have been used, you will have committed academic misconduct.
- If you commit academic misconduct, your mark will be reduced, or, depending on the severity of the offence you may get 1% for the assignment in question or 1% for the module, and get a disciplinary warning. Repeat offenders normally face disciplinary action.

Student Support and Guidance

- Contact academic-skills@herts.ac.uk (<mailto:academic-skills@herts.ac.uk>) if you are unsure of the rules or how to avoid academic misconduct, and you will receive help.
- Please see the UPRs relating to Academic misconduct [here](#) [↗](#) (https://www.herts.ac.uk/_data/assets/pdf_file/0007/237625/AS14-Apx3-Academic-Misconduct.pdf).
- Ask Herts information on the use of artificial intelligence tools <https://ask.herts.ac.uk/ai-tools> [↗](#) (<https://ask.herts.ac.uk/ai-tools>).
- For further help on module content and assignment details, contact your **Module Leader** in his or her drop-in / office hours or by email.
- Use the **Learning Outcomes** and **HBS Grading Criteria (Rubric)** to help inform you of the expectations of the assessment.
- Use CASE (Centre for Academic Skills Enhancement) website **resources**: <http://go.herts.ac.uk/CASE> [↗](#) (<http://go.herts.ac.uk/CASE>). Attend CASE workshops and drop-ins to develop academic skills to meet HBS expectations (see timetable on CASE website homepage or drop-in to CASE in L064, in the LRC).
- Visit the **Academic English for Business Programme Site** (<https://herts.instructure.com/courses/95956>) for tips on developing your academic English and contact hbsacademic-english@herts.ac.uk (<mailto:hbsacademic-english@herts.ac.uk>) if you have any questions.
- For help with Turnitin, look for the “Check your work (Turnitin Originality Report)” practice assignment in the Assignment section of all of your modules. For help with understanding plagiarism and how to make changes to your assignment, contact hbsacademic-english@herts.ac.uk (<mailto:hbsacademic-english@herts.ac.uk>).
- Use the **Online Library** [↗](#) (https://www.studynet1.herts.ac.uk/ptl/common/learning_resources.nsf/Learning+Resources?ReadForm) to access quality business information resources:
 - o **Library Search** [↗](#) (https://www.studynet1.herts.ac.uk/ptl/common/learning_resources.nsf/Learning+Resources?ReadForm) will help you find books, journal articles and more.
 - o Use the **Subject Toolkit for Business** [↗](#) (<https://www.studynet1.herts.ac.uk/ptl/common/LIS.nsf/lis/business>) to access to industry standard databases.
 - o Use **Library SkillUP** (<https://herts.instructure.com/courses/61421>) for guidance for searching and referencing.
 - o Get help: **use SkillUP module chat** (https://herts.instructure.com/courses/61421/external_tools/6), visit the **Study Success Hub** (<https://herts.instructure.com/courses/61421/modules/1491488>), or **book an 1:1 with a librarian** (<https://herts.instructure.com/courses/61421/pages/1-1-ask-a-librarian-online-appointments>).

The relevant HBS Grading Criteria (Rubric) for your assignment should be added as a table immediately below the assignment description. If you are unat

✓ View Rubric

Value Proposition Pitch Paragraph

Criteria	Ratings					
Brainstorm of ideas view longer description	25 to >22.5 pts	22.5 to >20 pts Excellent 80 - 89%	20 to >17.5 pts Very good 70 - 79%	17.5 to >15 pts Good 60 - 69%	15 to >12.5 pts Clear pass 50 - 59%	1

Value Proposition Pitch Paragraph

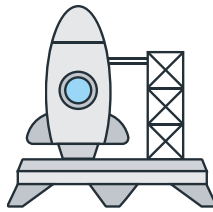
Criteria	Ratings					
	Outstanding 90 - 100% Ideas are articulated with an excellent customer focus. Compelling and professional work.	Ideas are articulated comprehensively and fluently with an excellent customer focus.	ideas are well presented with a strong customer focus.	Ideas are clearly defined. They could be further developed and/or better presented.	Satisfactory ideas. They would benefit from further development and/or a stronger customer focus.	M 4 L d s fi A
Working with chatGPT view longer description	25 to >22.5 pts Outstanding 90 - 100% Outstanding clarity when guiding ChatGPT. Detailed and coherent instructions/rules.	22.5 to >20 pts Excellent 80 - 89% Excellent clarity when guiding ChatGPT. Appropriate instructions/rules.	20 to >17.5 pts Very good 70 - 79% Very good clarity when guiding ChatGPT. Appropriate instructions/rules	17.5 to >15 pts Good 60 - 69% Good guidance to ChatGPT. May benefit from further expansion.	15 to >12.5 pts Clear pass 50 - 59% Satisfactory guidance to ChatGPT. Instructions/rules are limited or may need development.	1 M 4 V C li c
Has contextualised the information to ChatGPT view longer description	25 to >22.5 pts Outstanding Uses an outstanding selection of quality sources, including APMP best practice, which demonstrate in-depth and appropriate professional practice and theoretical/literary research. Outstanding standard of Harvard Referencing .	22.5 to >20 pts Excellent 80 - 89% Uses an excellent selection of quality sources, including APMP best practice, in which evidence independent, relevant and detailed research. Excellent standard of Harvard referencing.	20 to >17.5 pts Very good 70 - 79% Moves beyond recommended sources to include additional quality sources. Very good standard of Harvard referencing.	17.5 to >15 pts Good 60 - 69% A good selection of quality sources including APMP best practice. A good standard of referencing .	15 to >12.5 pts Clear pass 50 - 59% Some quality sources used including APMP best practice. Satisfactory referencing.	1 M 4 L a v A V F
Analysis of ChatGPT produced value proposition view longer description	25 to >22.5 pts Outstanding 90 - 100% Analysis indicates in depth understanding of what a value proposition is in the context of bid and proposal management. Fully evaluation of how to improve the performance of ChatGPT for this task.	22.5 to >20 pts Excellent 80 - 89% Excellent understanding of what a value proposition is in the context of bid and proposal management. In depth analysis of how to improve the performance of ChatGPT.	20 to >17.5 pts Very good 70 - 79% Very good understanding of what a value proposition is in the context of bid and proposal management. Clear analysis of how to improve the performance of ChatGPT but needs better justification.	17.5 to >15 pts Good 60 - 69% Good understanding of what a value proposition is in the context of bid and proposal management. Good ideas about how to improve the performance of ChatGPT but would benefit from further development.	15 to >12.5 pts Clear pass 50 - 59% Satisfactory understanding of what a value proposition is in the context of bid and proposal management. Basic analysis of how to improve the performance of ChatGPT.	1 M 4 L c p c p n a ir p C

Keep in mind, this submission will count for everyone in your Project Groups group.

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