MKT345 Group Project

Each student participant in the course will be assigned by the professor to a team consisting of two to four students. Each team should think of themselves as a Social Media Marketing consulting company. Each team will need to identify a company in which the team has a common interest. The team should then take on the role of being hired by that company to improve their Social Media Marketing process. Each team needs to submit to the professor a one-page proposal stating:

- Why you chose that company.
- What your consulting objective(s) will be for the company.
- What you hope will be the three main learning outcomes from using this company as the focus of this project.

The following should be included in the report:

1. Describe the organization.
2. Identify the organization’s goals and business model.
3. Identify the key target audience/customers for the company’s key brand. Since the company is likely to have many products in several markets, select one of the most important brands for this company. For example, if you have selected the Coca Cola Corporation, then either regular Coke or Diet Coke would be the most appropriate brand to select.
4. Identify the organization’s main competitors for the selected brand.
5. Describe the brand’s competitive advantages and limitations relative to the key competitors.
6. Identify and evaluate the company’s online marketing activities with regard to the selected brand. You should describe and evaluate all social media activities, including videos, blogs, twitter messages, Instagram, gamification activities, and any other social media tool that the company is using to promote the brand. You also need to evaluate the effectiveness of the company’s overall corporate web site as well as the company’s specific website(s) for the selected brand. Presumably, the company must attempt to improve the brand’s competitive advantage(s) over the competition, while reducing the perceptions of any advantages that the key competitors have over it. You need to assess to what degree the online marketing activities are appropriate in achieving these goals.
7. Provide recommendations on how the above activities can be improved. Even if some of them are very successful, you are expected to find ways to make them even better. This is where you will show your creativity in applying the key concepts. Among your recommendations (but not limited to these) you should propose improvements:
a. to the websites.
b. write a sample blog that will generate interest and engagement with the brand.
c. write a twitter message for the brand (it should generate a lot of retweets).
d. describe the content of a YouTube video about the brand that should go viral.

8. Provide proper documentation including all sources and references used in this analysis. Formatting for this assignment should conform to the following criteria:

• Margins should be 1” in all directions

• Text should be double-spaced, and black 12-point font (Arial, Times New Roman, Cambria, or Verdana are recommended). Headings may be larger

• APA style must be used when applicable, including in-text citations and reference pages

• The complete Group Project Report has a length requirement of 10-15 pages (not including cover page, abstract, references, and appendices)

Assignment Due Date:
This assignment must be submitted by one person from each group to the Dropbox and to Doc Sharing no later than Sunday 11:59 PM of EST/EDT of Module 7. (This Dropbox basket is linked to Turnitin.)
Grading Rubric

Question #1: 1 point
Good description: 1 point
Mediocre/poor description/no submission: 0 points

Question #2: 1 point
Good identification: 1 point
Mediocre/poor identification/no submission: 0 points
No submission: 0 points

Question #3: 1 point
Good description: 1 point
Mediocre/poor description/no submission: 0 points

Question #4: 2 points
Identified all relevant competitors: 2 points
Identified some relevant competitors: 1 point
Missed identifying the most important competitors/no submission: 0 points

Question #5: 4 points
Detailed description of competitive advantages/disadvantages for all competing brands: 4 points
Fair description of competitive advantages/disadvantages for most competing brands: 3 points
Limited description of competitive advantages/disadvantages for most competing brands: 2 points
Superficial description of competitive advantages/disadvantages for few competing brands: 1 point
No submission: 0 points

Question #6: 40 points
Complete identification of all relevant web marketing and social media marketing activities, and detailed and accurate analysis and critique of them with regard to the brand’s objectives for improving its competitive advantages and limiting its competitive disadvantages: 36-40 points
Complete identification of all relevant web marketing and social media marketing activities, and decent analysis and critique of them with regard to the brand’s objectives for improving its competitive advantages and limiting its competitive disadvantages: 32-35 points

Partial identification of all relevant web marketing and social media marketing activities, and decent analysis and critique of them with regard to the brand’s objectives for improving its competitive advantages and limiting its competitive disadvantages: 28—31 points

Limited identification of all relevant web marketing and social media marketing activities, and superficial analysis and critique of them with regard to the brand’s objectives for improving its competitive advantages and limiting its competitive disadvantages: below 27 points

No submission: 0 points

Question #7: 50 points

7a: 10 points
Creative, detailed, and effective recommendations on improving the corporate and brand websites: 9-10 points
Detailed and effective recommendations on improving the corporate and brand websites: 8 points
 Mediocre recommendations on improving the corporate and brand websites: 7 points
 Poor recommendations on improving the corporate and brand websites: less than 7 points
 No submission: 0 points

7b: 10 points
Creative, detailed, and effective blog: 9-10 points
Detailed and effective blog: 8 points
 Mediocre blog: 7 points
 Poor blog: less than 7 points
 No submission: 0 points

7c: 10 points
Creative, detailed, and effective twitter message: 9-10 points
Detailed and effective twitter message: 8 points
 Mediocre twitter message: 7 points
 Poor twitter message: less than 7 points
No submission: 0 points

7d: 10 points

Creative, detailed, and effective YouTube video: 9-10 points
Detailed, and effective YouTube video: 8 points
Mediocre YouTube video: 7 points
Poor YouTube video: less than 7 points
No submission: 0 points

Other social media: 10 points

Creative, detailed, and effective additional social media activities: 9-10 points
Detailed, and effective additional social media activities: 8 points
Mediocre additional social media activities: 7 points
Poor additional social media activities: less than 7 points
No submission: 0 points

Question #8: 1 point

Good formatting and APA compliance: 1 point
Mediocre/poor formatting and APA compliance: 0 points