



JWI 518: Marketing in a Global Environment

Academic Submissions and Evaluations

Assignment 2: Marketing Campaign Slide Deck

Part A: Create Slides 1 to 6

Due Week 5, Sunday (Weight: 15%)

Part B: Incorporate feedback for Slides 1 to 6; Create Slides 7 to 10; Add References; submit Full Slide Deck

Due Week 7, Sunday (Weight: 20%)

Overview

In this assignment, you assume the role of Director of Marketing at a Fortune 500 company. The Chief Marketing Officer (CMO) has reviewed your Campaign Brief and shared it with the executive team. They have asked for a presentation with details of the proposed Marketing Campaign. This presentation will be developed as a PowerPoint slide deck in Assignment 2 and presented via Zoom in Assignment 3.

For Assignment 2, you will create a PowerPoint deck of 10 to 15 slides. To support you in this assignment, there is an *Assignment 2 Template* available in your Blackboard course. You should use this template as a guide in developing your slides, to ensure that all required content is included.

Bear in mind that your audience will be the CMO and members of the company's executive team. As high-level decision makers, these are very busy people, so you know that you must present your ideas concisely, to respect their time, but also persuasively, to solicit their buy-in and approval for the campaign.

Leverage what you have learned in the first seven weeks of *your JWI 518 - Marketing in a Global Environment* course, including the textbook readings, Lecture Notes, articles, videos, and external resources. You will also build on the work you did in your Campaign Brief in Assignment 1.

Note: You are encouraged to thoroughly review the tutorial for this assignment. Instructions can be found in the assignment module in Blackboard.

Submission of Part A and Part B

In Week 5, for Part A, you will create Slides 1 to 6, with relevant References. Your professor will grade the slides and provide feedback. Your slides should be as complete as possible. If you still need additional data, note this in your slides, indicating what will be added and where you will locate the data.

Assignment 2, Part A is due by Sunday, midnight of Week 5.

In Week 7, for Part B, you will incorporate your professor's feedback into Slides 1 to 6, create Slides 7 to 10, and add remaining References. Then you will finish and submit the Full Slide Deck, as Assignment 2, Part B.

Assignment 2, Part B is due by Sunday, midnight of Week 7.



JWI 518: Marketing in a Global Environment

Academic Submissions and Evaluations

Instructions

Construct your slides for Assignment 2 using the *Slide Deck Outline* below. The slide numbers in parentheses refer to the numbered slides in the *Assignment 2 Template*. You may add some additional slides for topics that need them, but your total slide deck must be no more than 15 slides.

Slide Deck Outline

COVER SLIDE (SLIDE 1)

- Enter Company name, Campaign name, and Product or Service name
- Enter Student name, Professor name, and Submission date

PRODUCT / SERVICE AND FEATURES (SLIDE 2)

- Introduce the product or service for the campaign:
 - Description of the product or service
 - What is its core purpose or function?
- What are its key features and benefits?
 - Specify three or four key features
 - Briefly describe the benefit of each key feature
- Where indicated, add a logo or photo representing the product or service

MARKETING GOALS (SLIDE 3)

- Which marketing goals will this campaign support?
 - Provide a minimum of 3 and a maximum of 5 goals
 - Write a brief SMART description for each goal
 - SMART = Specific, Measurable, Achievable, Relevant & Recorded, and Time-Bound
 - You may select from the sample goals below or add your own alternative goals:
 - Build brand awareness
 - Increase in number of items sold
 - Increase in market share
 - Capture a new target market
 - Broaden the company's mix of products/services
 - Increase overall company revenues
 - Increase donations to organization
 - Improve ROI on advertising expenditure
 - Change or improve the company's image

© Strayer University. All Rights Reserved. This document contains Strayer University confidential and proprietary information and may not be copied, further distributed, or otherwise disclosed, in whole or in part, without the expressed written permission of Strayer University. This document is subject to change based on the needs of the class.



JWI 518: Marketing in a Global Environment

Academic Submissions and Evaluations

TARGET AUDIENCE AND COMPETITION (SLIDE 4)

- What are the key characteristics of your target audience?
- How will you differentiate your brand from the competition?
 - *Fill in the chart provided in the template* to compare your product or service to similar offerings from two competitors in the marketplace

CUSTOMER NEEDS AND WANTS (SLIDE 5)

- Customer Need:
 - What customer “need” does your product or service address?
 - What is the value that the product or service delivers to the customer?
 - Why would a customer buy the product or service?
- Customer Wants:
 - What customer “wants” does the product or service fulfill?
 - How does it reinforce the customer's self-image?
 - How does it connect the customer with others?

CUSTOMER VALUES AND BELIEFS (SLIDE 6)

- What are the core values and beliefs of your target audience?
- How will this campaign connect your brand to those customer values and beliefs?

MARKETING MESSAGES AND STORY (SLIDE 7)

- What are the key features you need to highlight in your marketing messages for this campaign?
- What is the “story” that you will use to appeal to customers in this campaign?
- What words and images will you use to “frame” your marketing story for this campaign?

SOCIAL MEDIA STRATEGY (SLIDE 8)

- Where will you advertise to reach your target audience for this campaign?
 - Choose 3 social media channels and *fill in the chart provided in the template*
- How will you use social media to engage your audience for this campaign?
- How will you use social media to spread your marketing message widely in this campaign?

MARKETING METRICS AND BUDGET ALLOCATION (SLIDE 9)

- Select at least 4 marketing categories – examples are provided in the template
- For each marketing category, fill in the chart to answer these questions:



JWI 518: Marketing in a Global Environment

Academic Submissions and Evaluations

- What is the budget dollar amount?
- What is the budget percentage?
- Is this marketing category using a digital or traditional type of channel?
- Why is this category relevant for your campaign?
- What metric(s) can be calculated with data from this category?
- How often should data be collected to calculate the specified metric(s)?

Note: *Over 50% of the budget must be for digital marketing channels versus traditional*

CONCLUSION (SLIDE 10)

- Describe the short term and long term benefits of a successful campaign
- Specify the reasons why the executive team should approve your proposal
- Thank your audience and invite questions

REFERENCES

- You should conduct research so that you will be knowledgeable on your target market, segmentation and other critical factors in developing a sound plan.
- You must list all your research sources on the References slide(s), using the format presented in the JWMI Writing Standards Guide.
- List your references in the order that they are used in your PowerPoint Slides.
- You should have some course work references and some references from your own research.

Slide Deck Formatting Requirements

- Submit your assignment in the form of a 10 to 15 slide PowerPoint deck
 - Note: Your References slide(s) do not count towards the total of 15 slides
- Use the *Assignment 2 Template* provided and include all the required content items
- Limit the amount of text by expressing your ideas briefly and succinctly
- Format your slides professionally and consistently
- Review your slides to remove any spelling and grammatical errors



JWI 518: Marketing in a Global Environment

Academic Submissions and Evaluations

Rubric – Assignment 2 Part A

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>1. (Slides 1 and 2) Includes a completed Cover slide.</p> <p>Describes the product or service and its features.</p> <p>Weight: 20%</p>	<p>Cover slide is missing or incomplete.</p> <p>Description of product and features is missing or poor.</p>	<p>Cover slide is partially complete.</p> <p>Description of product and features is partially complete.</p>	<p>Cover slide is included.</p> <p>Description of product and features is satisfactory.</p>	<p>Cover slide is included.</p> <p>Description of product and features is very good</p>	<p>Cover slide is included.</p> <p>Description of product and features is excellent.</p>
<p>2. (Slides 3 and 4) Selects appropriate marketing goals.</p> <p>Describes target audience and differentiates the brand from competitors.</p> <p>Weight: 30%</p>	<p>Marketing goals are missing or incomplete.</p> <p>Description of the target audience and differentiation from competitors is missing or incomplete.</p>	<p>Marketing goals are partially complete.</p> <p>Description of the target audience and differentiation from competitors is partially complete</p>	<p>Appropriate marketing goals are selected.</p> <p>Description of the target audience is satisfactory and differentiation from competitors is well explained.</p>	<p>Appropriate marketing goals are selected.</p> <p>Description of the target audience is good and differentiation from competitors is very well explained.</p>	<p>Appropriate marketing goals are selected.</p> <p>Description of the target audience is excellent and differentiation from competitors is excellently explained.</p>
<p>3. (Slides 5 and 6) Describes customer needs and wants.</p> <p>Identifies customer core values and beliefs and explains their connection to the brand.</p> <p>Weight: 30%</p>	<p>Description of customer needs and wants is missing or incomplete.</p> <p>Description of customer values and beliefs and an explanation of the connection to the brand are missing or incomplete.</p>	<p>Description of customer needs and wants is partially complete.</p> <p>Description of customer values and beliefs and an explanation of the connection to the brand are partially complete.</p>	<p>Customer needs and wants are well described.</p> <p>Customer values and beliefs are well described and the connection to the brand is clearly explained.</p>	<p>Customer needs and wants are very well described.</p> <p>Customer values and beliefs are well described and the connection to the brand is very well explained.</p>	<p>Customer needs and wants are excellently described.</p> <p>Customer values and beliefs are excellently described and the connection to the brand is fully and effectively explained.</p>



JWI 518: Marketing in a Global Environment

Academic Submissions and Evaluations

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>4. The slides follow the template.</p> <p>The format is professional and consistent.</p> <p>The text is free from grammar and spelling errors.</p> <p>References are provided in a manner that enables the reader to identify the sources.</p> <p>Weight: 20%</p>	<p>The slides do not follow the template.</p> <p>The format is not professional or consistent.</p> <p>There are numerous grammar or spelling errors.</p> <p>References are not included in a manner that enables the reader to quickly identify sources.</p>	<p>The slides mostly follow the template.</p> <p>The format is somewhat professional and fairly consistent.</p> <p>There are some grammar or spelling errors.</p> <p>References may not be included in a manner that enables the reader to quickly identify sources.</p>	<p>The slides follow the template.</p> <p>The format is mostly professional and consistent.</p> <p>There are a few grammar or spelling errors.</p> <p>References are mostly accurate but some may not be included in a manner that enables the reader to quickly identify sources.</p>	<p>The slides follow the template.</p> <p>The format is very professional and consistent.</p> <p>There are almost no grammar or spelling errors.</p> <p>All References are included in a manner that enables the reader to quickly identify sources.</p>	<p>The slides follow the template.</p> <p>The format is excellently professional and fairly consistent.</p> <p>There are no grammar or spelling errors.</p>



JWI 518: Marketing in a Global Environment

Academic Submissions and Evaluations

Rubric – Assignment 2 Part B

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>1. Student has incorporated the feedback from the professor on Slides 1 to 6, provided in the grading of Part A of Assignment 2.</p> <p>Weight: 10%</p>	<p>Student has ignored all feedback from the professor.</p>	<p>Student has incorporated feedback, but in a way that does not substantively improve the slides.</p>	<p>Student has incorporated feedback, in a way that substantively improves some of the slides.</p>	<p>Student has incorporated feedback, in a way that substantively improves most of the slides.</p>	<p>Student has incorporated feedback to significantly improve all the slides.</p>
<p>2. (Slide 7)</p> <p>Uses key features to create a marketing story.</p> <p>Provides words and images to frame the story.</p> <p>Weight: 20%</p>	<p>Marketing story is missing or incomplete.</p> <p>Words or images to frame the story are missing or incomplete.</p>	<p>Marketing story is partially complete.</p> <p>A few words or images to frame the story are provided.</p>	<p>Marketing story is complete and satisfactory.</p> <p>Multiple words or images to frame the story are provided.</p>	<p>Marketing story is very well crafted.</p> <p>Good selection of words or images to frame the story.</p>	<p>Marketing story is excellently crafted.</p> <p>Very good selection of words or images to frame the story.</p>
<p>3. (Slide 8)</p> <p>Selects three social media channels.</p> <p>Explains how social media will be used to engage the audience and spread the message widely.</p> <p>Weight: 20%</p>	<p>Does not select three social media channels.</p> <p>Explanation of how social media will be used to engage the audience and spread the message widely is missing or poor.</p>	<p>Selects fewer than three social media channels.</p> <p>Provides a minimal explanation of how social media will be used to engage the audience and spread the message widely.</p>	<p>Selects three social media channels.</p> <p>Provides a satisfactory explanation of how social media will be used to engage the audience and spread the message widely.</p>	<p>Selects three social media channels.</p> <p>Provides a very good explanation of how social media will be used to engage the audience and spread the message widely.</p>	<p>Selects three social media channels.</p> <p>Provides an excellent explanation of how social media will be used to engage the audience and spread the message widely.</p>



JWI 518: Marketing in a Global Environment

Academic Submissions and Evaluations

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>4. (Slide 9)</p> <p>Allocates appropriate funding to both traditional and digital media.</p> <p>Provides suitable metrics along with frequency of data collection.</p> <p>Weight: 20%</p>	<p>Does not allocate appropriate funding to both traditional and digital media.</p> <p>Does not provide suitable metrics or frequency of data collection.</p>	<p>Partially allocates appropriate funding to both traditional and digital media.</p> <p>Provides some suitable metrics, with frequency of data collection.</p>	<p>Satisfactorily allocates appropriate funding to both traditional and digital media.</p> <p>Provides satisfactory metrics, with frequency of data collection.</p>	<p>Allocates appropriate funding very well to both traditional and digital media.</p> <p>Provides very good choice of metrics, with frequency of data collection.</p>	<p>Allocates appropriate funding excellently to both traditional and digital media.</p> <p>Provides excellent choice of metrics, with frequency of data collection.</p>
<p>5. (Slide 10)</p> <p>Describes the short term and long term benefits of the proposed campaign.</p> <p>Specifies the reasons why the executive team should approve the proposal.</p> <p>Weight: 20%</p>	<p>Does not describe the short term and long term benefits of the proposed campaign.</p> <p>Does not specify the reasons why the executive team should approve the proposal.</p>	<p>Partially describes the short term and long term benefits of the proposed campaign.</p> <p>Specifies minimal reasons why the executive team should approve the proposal.</p>	<p>Satisfactorily describes the short term and long term benefits of the proposed campaign.</p> <p>Specifies adequate reasons why the executive team should approve the proposal.</p>	<p>Fully describes the short term and long term benefits of the proposed campaign.</p> <p>Specifies strong reasons why the executive team should approve the proposal.</p>	<p>Excellently describes the short term and long term benefits of the proposed campaign.</p> <p>Specifies excellent reasons why the executive team should approve the proposal.</p>
<p>6. The slide deck follows the template. The text is free from grammar and spelling errors.</p> <p>References are provided in a manner that enables the reader to identify the sources.</p> <p>Weight: 10%</p>	<p>The slide deck does not follow the template and/or there are numerous grammar or spelling errors.</p> <p>References are not included in a manner that enables the reader to quickly identify sources.</p>	<p>The slide deck mostly follows the template and there are some grammar or spelling errors.</p> <p>References may not be included in a manner that enables the reader to quickly identify sources.</p>	<p>The slide deck follows the template and there are a few grammar or spelling errors.</p> <p>References are mostly accurate but some may not be included in a manner that enables the reader to quickly identify sources.</p>	<p>The slide deck uses the template well and there are almost no grammar or spelling errors.</p> <p>All References are included in a manner that enables the reader to quickly identify sources.</p>	<p>The slide deck uses the template very well and there are no grammar or spelling errors.</p> <p>All References are included in a manner that enables the reader to quickly identify sources.</p>