



DIPLOMA COURSE IN DIGITAL MARKETING

Unit 1: Evolution of Digital Marketing

Assignment 1

Formative Feedback

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Assessed by Juliana Pinto

Thank you for completing Assignment 1. A large part of the written areas from your work has been copied from different sources, which means there are a couple of tasks where I couldn't properly assess whether you've met the learning outcomes. Please see below for further feedback on each task.

Task 1 (LO 1.1)

Areas of Good Practice:

- Introducing the topic with a historical point of view enriches your work.
- You've presented correct and varied visual examples for each P's in Walmart Marketing Mix.

Areas for improvement:

- There are several areas of importance in your work that have been directly copied from different sources, not included in your references. You should always ensure to add citation marks whenever you are copying directly from a source (which should be limited and not more than a few sentences). Not resourcing to this practice can be considered plagiarism, which is quite a serious matter. Given this situation, I can't fully assess whether you've understood the assignment's concepts and Walmart's Marketing Mix, as required in the learning outcomes, so I will solely evaluate it based on the images added.
- Your description of product is overall very general and superficial. You've missed enumerating the large product assortment and various product ranges.
- In Place, you could have added examples of their website and mobile app (places where their products are sold).
- When adding videos to your presentation, be mindful of their length, ideally no longer



than 2-3 minutes, to ensure your audience keeps engaged.

- You've missed adding any references besides the videos. It would be beneficial to revise the guide provided in the course materials under 10. Writing Guidelines: "The Essential Guide to Harvard Citing and Referencing" and to start applying this to image citation and other written sources as well.

Task 2 (LO 1.2)

Areas of Good Practice:

- Addressing the importance of Promotion within the Marketing Mix.

Areas for improvement:

As mentioned in the previous task's feedback, this task's work is largely copied from other sources which is a serious matter and often considered plagiarism. Given it is not original personal material, I can't assess if the learning outcome has been achieved.

Task 3 (LO 1.3)

Areas of Good Practice:

- Well done setting up your personalized blog.
- You've made your blog post more appealing by adding paragraphs and breaking the text using a few quality images and videos from Task1.

Areas for improvement:

- Remember to always carefully check the brief to ensure you don't miss any important deliverables. In this assignment, you were meant to add your written report from task 2 and 7 images from your research in task 1 (1 image per P). While you've added your report from Task 2, you've missed adding most of the images requested.
- Going forward, please be mindful of adding the referencing using the Harvard System on your blog too.

Thank you for completing the first assignment.

Unfortunately, your work did not meet the learning outcomes needed to complete this Assignment. Most of your written work is copied from varied sources, and you have also missed including the required images from Task 1 to your blog.

I hope this detailed feedback helps you improve. Any questions, please let me know.



Summary Sheet

Please note: This summary sheet is for development purposes only and is therefore subject to change.

Pass Outcome Requirements

Each learning outcome from this section **MUST** be met in order for the student to pass this assignment

LO 1.1 Show an understanding of the marketing mix within an organisational context: Student provided a visual representation of a Fortune 500 company's marketing mix using images and/or video(s). (Assignment 1, Task 1).	Achieved
LO 1.2 Describe one of the 7P's applied to an organisational context: Student described a Fortune 500 company's use of one of the 7P's as evident in the written report of 500-700 Words (Assignment 1, Task 2).	Not Achieved
LO 1.3 To present visual and written content on an online blog: Student has posted 7 images from Task 1 and the written report from Task 2 on an online blog (Assignment 1, task 3).	Not Achieved

Merit Outcome Requirements

Each merit outcome from this section **AND** the pass section must be met in order for the student to get a merit grade for this assignment



<p>MO 1</p> <p>Present and communicate appropriate findings; a range of methods of presentation have been used and technical language has been accurately applied: Student presented a Fortune 500 company's marketing mix in both images and video, using the terminology of the 7P's accurately</p>	<p>Not Achieved</p>
<p>MO 3</p> <p>Identify and apply strategies to find appropriate solutions; complex problems with more than one variable have been explored: Student explained how a Fortune 500 company effectively uses one of the 7P's to achieve marketing success as demonstrated in the written report.</p>	<p>Not Achieved</p>

Distinction Outcome Requirements

Each distinction outcome from this section AND the pass section AND the merit section must be met in order for the student to get a distinction grade for this assignment

<p>DO 1</p> <p>Demonstrate convergent/lateral/creative thinking; convergent and lateral thinking have been applied: Student applied lateral thinking as evident in the visual representation of their chosen Fortune 500 company's marketing mix through the creative use of images and video (Task 1), and in the written report through a comprehensive explanation of how the company has used one P to adapt to market forces such as customer needs, developments in technology or competitor activities.</p>	<p>Not Achieved</p>
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