

GROUP PROJECT MKT 420

You are a member of a team that has been tasked with performing a detailed use of social media in marketing. The team projects will be submitted in 2 parts. Each team will prepare 2 written reports and make 2 presentations in class (about 10 slides), on the key learning for that media.

THE REPORT AND PRESENTATION

The report and presentation should be more than just a collection of key facts and figures; it should offer valuable information about the media and its application. Use charts and graphs wherever possible, but explain them. The total length of the whole report is to be no more than 30 pages, where the bulk of the project takes 25 pages and 5 pages are left for appendices. All your sources of information must be clearly referenced.

PRESENTATIONS

Class presentation should be no more than 5 minutes (5-10 slides). It is not necessary to present every detail that is in the paper. Think creatively to make your presentation fun, lively and interesting. No late presentations will be accepted.

GRADE:

Total grade is 25, Part A = 10 points. Part B= 15 points

Your project grade will be divided between 90% for content (critical analysis, quality and variety of research) and 10% for organization and presentation style. Organization refers to readability, flow, logic, professional organization and writing mechanics of the report. It should be clear, concise, with a logical flow of thoughts and ideas. It is important to use theory and concepts from your readings and class discussions to frame the information you present.

Part A: (Report and class presentations) Part A report should be at least a 10-page report.

Part B: (Report and class presentations) Part B report should be about 20 pages.

CONTENTS :

PART A :

- 1- Title Page
- 2- Executive Summary
- 3- Analysis of one Social Media :
 - a. History and statistics (International and local in Saudi Arabia)
 - b. Benefits, features, and techniques.
 - c. Analysis of successful use of the media. apply to selected company.
 - d. Lessons and benefits if it is used locally.
- 4- Bibliography/References: This section will be a listing of all your research – your sources of information for the project.

PART B :

- 1- Title page
- 2- Executive Summary
- 3- Brief information about the business and the product.
- 4- Detail information about the use of the social media.
- 5- How to utilize the Social Media + Budgeting.
- 6- Description of results and feedback of using the media.
- 7- Most interesting findings about the media.
- 8- Bibliography/References: This section will be a listing of all your research – your sources of information for the project.