**King Saud University MKT403 E-Marketing**

**College of Business Administration Section: 27320 or 45802**

**Instructor: Nouf Alrayes 1st semester 2017/2018**

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| **Title** |  |
| **Student Name** |  |
| **Id #** |  |
| **Serial #** |  |
| **Type of Project** | **Social Media Assignment** |

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**Instructions:**

1. **Black font/ size 14**
2. **1 page (the questions are not included in the paper)**
3. **Deadline 22 November 2017**
4. **Submit a hard a copy in the class & a soft copy by email**

**Assignment 1: (3 Marks)**

* **Choose ONE of the following questions?**
* **There is no right or wrong answer, you will deserve the full mark if you convince me with your answer**

**Question #1**

1. **Explain what you have understood from the post**
2. **Is the message positive or negative, and why?**
3. **If you were the company, what would/wouldn’t do in this advertisement?**

**From your opinion**

**Question #2**



1. **What have you learned from this project?**
2. **How did the “Public Investment Funds” use the social media to introduce this project?**
3. **Elaborate [in terms of electronic marketing (logo/ name/ other)]**

**Question #3**

**Choose any advertisement that is posted on social media and analyze it in terms of the electronic marketing concepts that we are studying.. (ads in Saudi Arabia)**