

MARK 430 Online Marketing Assignment Instructions – Blogs and vlogs on internet marketing

PURPOSE OF THIS ASSIGNMENT

This assignment will give you the opportunity to blog and vlog about internet marketing topics that we cover in the course. This is an individual assignment.

Deliverables	Grade %	Due date
Written blog post #1	5.5	Friday September 15
Written blog post #2 and video post #1	11	Friday September 29
Written blog post #3	5.5	Friday October 6
Written blog post #4 and video post #2	11	Friday October 20
Overall quality of work	2	
TOTAL	35% of the grade for the course	

INSTRUCTIONS: WRITTEN BLOG POSTS

1. Select a free blogging platform. You can use WordPress, Medium, or any other blogging software of your choice*.
2. Between Week 2 and Week 7 of the semester you will write **FOUR** blog posts of approximately 500 words and create **TWO** 3 – 5 minute video blogs.
3. The blog and vlog posts must be on topics related to internet marketing. Look over the internet marketing topics that we will cover this semester and explore the materials posted on the course website.
4. **DO NOT** just summarize the main points from the course materials. The best blog posts take just one aspect of a topic and discuss it in some detail. Go for depth not breadth. Choose something that you find interesting or controversial. Use good sources to back up what you say (articles, videos etc).
5. Cite your sources using hyperlinks embedded into the text of the post. Each written posting must link to at least TWO sources. Sources must be authoritative and / or and well-chosen to illustrate the point being made
6. The posts **MUST** be **in your own words**. Students who copy / paste from class notes, slides, a textbook, or online materials will not be awarded any marks (and the usual rules about plagiarism apply). Short quotations from your sources using quotation marks are acceptable. I am looking for evidence that you understand the material, can explain it, and are able to identify and discuss related material of high quality.

7. **Write from the point of view of a marketer** – imagine that your readers are either your clients or other people interested in marketing. Remember, you are showcasing your marketing knowledge and understanding.

INSTRUCTIONS: VIDEO (VLOG) POSTS

1. Have a look at the The #AskGaryVee Show on YouTube. He uses a question and answer format. You should do the same. The video should show you speaking and should also include appropriate visuals to illustrate your topic.
2. Delivery does not need to be formal, but it should be consistent with being a marketing professional
3. Videos should be between 3 and 5 minutes long
4. Embed the videos on your blog with a few words to introduce the topic

GRADING CRITERIA – WRITTEN BLOG POSTS

	Marks available	Marks gained
Posting shows an excellent grasp of the subject matter and displays depth of research on a topic that goes beyond the material covered in class resources.	15	
Posting links to at least TWO sources. Sources are authoritative and / or and well-chosen to illustrate the point being made. With the exception of short quotations, the writing will be in the student's own words. All sources are acknowledged.	10	
The posting is not cursory in nature, and meets the length requirement of approximately 500 words	5	
Evidence of creativity, innovative thinking, and serious application to the task of professional blogging from the point of view of a marketer (humour is fine, so long as it is appropriate to the context).	5	
Grammar and spelling are correct in written posts	5	
TOTAL (each written post is worth 5.5% of the grade for the course)	40	

GRADING CRITERIA – VIDEO VLOG POSTS

	Marks available	Marks gained
Video shows an excellent grasp of the subject matter with current and correct information delivered	13	
The video post is audible and is delivered with confidence in the subject matter.	7	
Reading is not evident and eye contact is made with the camera.	5	
Visual material is used to illustrate what is being said.	5	

The length of the video is 3-5 minutes.	3	
Videos are embedded on the blog with a few words to introduce the topic	2	
Evidence of creativity, innovative thinking, and serious application to the task of professional video blogging from the point of view of a marketer (humour is fine, so long as it is appropriate to the context).	5	
TOTAL (each video post is worth 5.5% of the grade for the course)	40	

*Because of privacy legislation that covers BC post-secondary institutions the use of social media where personally identifying information may be stored on servers located in the US cannot be a required element of an assignment. Students will be asked to sign a consent form indicating that they understand the issues and have agreed to participate. Any student not wishing to use a blogging platform hosted in the US will be asked to use the VIU Wordpress installation and VIUtube.