

Student:

ID:

Intake:

TOTAL MARK: _____

Assessor:

Similarity Score: _____

Signature: _____

	5 marks	4 marks	3 marks	2 marks	1 mark	0 marks
Cover Page	Cover page is exceptionally well-designed, visually striking, professional, and includes all required information.	Cover page is visually appealing, professional, and includes all required information.	Cover page is well-designed and includes necessary information.	Cover page is included but lacks creativity or professionalism.	Cover page is incomplete or lacks essential information.	No cover page is included
Appearance	The document has outstanding formatting, is visually appealing, and demonstrates a high level of professionalism and attention to detail.	The document is well-formatted, visually appealing, and easy to read with appropriate use of headings, subheadings, and formatting elements.	The document has consistent formatting, is well-structured, and visually pleasing.	The overall presentation is somewhat distracting but does not completely hinder comprehension	The document has inconsistent formatting, and some sections may be challenging to read.	The document has a poor visual appearance, lacks formatting, and is difficult to read.
Report Format	The report has an exceptional structure, is exceptionally well-organised, and effectively presents information with clear, concise, and coherent sections, headings, and subheadings.	The report has a well-defined structure, is logically organised, and effectively presents information with clear sections, headings, and subheadings.	The report follows a clear structure and effectively presents information with appropriate use of sections, headings, and subheadings.	The report follows a basic structure, but some sections may lack coherence or clarity.	The report has some structural issues and may have inconsistent section headings or organisation.	The report lacks a clear structure, sections are disorganised, and content is poorly presented.
Harvard Referencing Style	Exceptional use of Harvard referencing style, demonstrating precise and consistent referencing throughout the document.	Accurate and consistent use of Harvard referencing style throughout the document with few or no errors or inconsistencies.	Consistent use of Harvard referencing style with only minor errors or inconsistencies.	Basic use of Harvard referencing style, but minor errors or inconsistencies may be present.	Some attempt at using Harvard referencing style, but significant errors or inconsistencies are present.	No or very limited use of Harvard referencing style.
Word Count (7,000 words)	Word count is exactly on target, meeting the specified limit of 7,000 words. (+/- 5%)	Word count is precise and falls within a narrow range around the specified limit (+/- 10%)	Word count falls within an acceptable range around the specified limit (+/- 15%).	Word count deviates from the specified limit by a moderate margin.	Word count deviates from the specified limit by a large margin.	Word count significantly exceeds or falls short of the specified limit.
	26 to 30 marks	21 to 25 marks	16 to 20 marks	11 to 15 marks	5 to 10 marks	0 marks
Creativity and Knowledge	The digital marketing strategy demonstrates exceptional creativity and knowhow, with highly original and groundbreaking elements.	The digital marketing strategy exhibits a high level of creativity and knowhow, showcasing many unique and original elements.	The digital marketing strategy displays moderate creativity and knowhow, incorporating several unique or original elements.	The digital marketing strategy shows some degree of creativity and knowhow, with a few unique or original elements.	The digital marketing strategy demonstrates minimal creativity and knowhow, with limited unique or original elements.	The digital marketing strategy lacks creativity and knowhow, showing no unique or original elements.

Total Page 1 _____

Total Page 2 _____

Assessor's Comments

	5 marks	4 marks	3 marks	2 marks	1 mark	0 marks
Literature Review	The Literature Review is exceptionally well-written, engaging, and successfully captures the essence of digital marketing principles.	The Literature Review is well-written, concise, and effectively highlights of digital marketing principles .	The Literature Review effectively summarises all the essential elements of the digital marketing principles.	The Literature Review provides a clear understanding of digital marketing principles .	The Literature Review is somewhat clear but lacks conciseness and fails to effectively highlight key points.	The Literature Review is missing or does not provide a clear and concise understanding of digital marketing principles .
Situational Analysis	The situational analysis is exceptionally well-written, provides a compelling description of the brand, and effectively conveys its mission, vision, and key objectives.	The situational analysis provides a comprehensive and well-defined description of the brand, and effectively conveys its mission, vision, and key objectives.	The situational analysis provides a detailed description of the brand, and effectively conveys its mission, vision, and key objectives.	The situational analysis provides some details about the brand, and effectively conveys its mission, vision, and key objectives.	The situational analysis is somewhat descriptive but lacks clarity and may not provide a comprehensive understanding of the brand.	The situational analysis is missing or lacks a description of the brand's mission, vision, and key objectives.
Key Performance Indicators	The KPIs are exceptionally well-thought and demonstrate a deep understanding of the brand's strengths, weaknesses, opportunities and threats.	The KPIs provide a comprehensive and well-supported analysis of the brand's strengths, weaknesses, opportunities and threats.	The KPIs include a comprehensive analysis of the brand, but may have some minor inconsistencies or lack in-depth analysis.	The KPIs include some analysis, but they lack detail, or the objectives are not thoroughly explained	The KPIs are somewhat incomplete or lack detailed analysis, or they are not supported by a proper SWOT analysis.	The KPIs is miss or lack comprehensive analysis, including a review of the brand objectives and a proper SWOT analysis.
Digital Marketing Plan	The digital marketing plan is exceptionally drafted, provides deep insights into the target audience, keyword search, and SEO techniques, demonstrating a thorough analysis.	The digital marketing plan provides a comprehensive and insightful understanding of the target audience, keyword search, and SEO techniques.	The digital marketing plan demonstrates a good understanding of the target audience, keyword search, and SEO techniques but may lack some critical insights.	The digital marketing plan provides some insights into the target audience, keyword search, and SEO techniques but lacks depth and critical analysis.	The digital marketing plan is somewhat superficial and lacks in-depth research or fails to identify important elements such as the target audience, keyword search, and SEO techniques.	The digital marketing plan is missing or lacks a thorough understanding of the target audience, keyword search, and SEO techniques.
Google AdWords Campaign	The Google AdWords campaign is exceptionally well-written, provides a captivating and detailed explanation of the campaign.	The Google AdWords campaign is comprehensive, clearly explains the campaign, and effectively highlights its strengths.	The Google AdWords campaign description provides a clear explanation of the campaign and highlights some unique strengths and benefits.	The Google AdWords campaign description provides some explanation of the campaign and highlights a few unique benefits.	The Google AdWords campaign description is somewhat unclear or lacks detailed information about its benefits.	The Google AdWords campaign description is missing or lacks a clear explanation of the campaign.
Social Media Plan	The social media plan is exceptionally well-developed, creative, and demonstrates a comprehensive and innovative plan for target audience identification, customer acquisition, and retention.	The social media plan is comprehensive, innovative, and demonstrates a clear plan for target audience identification, customer acquisition, and retention.	The social media plan includes a well-defined plan for target market identification, customer acquisition, and retention, but may have some gaps or lacks competence.	The social media plan provides some basic ideas for target audience identification, customer acquisition, and retention but lacks depth and knowhow.	The social media plan is somewhat vague or lacks a comprehensive plan for target audience identification, customer acquisition, and retention.	The social media plan is missing or lacks a well-defined plan for target audience identification, customer acquisition, and retention.
Sample Digital Marketing Content	The sample digital marketing content is exceptional, demonstrates a sophisticated and efficient approach to digital marketing, and knowhow.	The sample digital marketing content is comprehensive, detailed, and demonstrates an effective approach to digital marketing.	The sample digital marketing content provides a detailed outline of the campaign, creativity and content production, but may have some minor gaps or lacks knowhow.	The sample digital marketing content provides some basic information about the campaign, creativity and content production, but may have some minor gaps or lacks knowhow.	The sample digital marketing content is somewhat incomplete or lacks detailed information about the campaign, creativity and content production.	The sample digital marketing content is missing or lacks a detailed outline of the campaign, creativity and content production.
Effective Metrics	The Google Analytics section is exceptional, demonstrates a deep understanding of digital metrics, and provides a comprehensive understanding of data analysis.	The Google Analytics section comprehensively analysis the key engagement metrics to determine the success of the campaign.	The Google Analytics section identifies the key engagement metrics to determine the success of the campaign, but may have some gaps or lacks knowhow.	The Google Analytics section identifies the some engagement metrics to determine the success of the campaign but lacks detail or knowhow.	The Google Analytics section is somewhat incomplete or lacks comprehensive knowhow.	The Google Analytics section is missing or lacks engagement metrics to determine the success of the campaign.
Conclusion	The conclusion is exceptionally well-crafted, leaves a lasting impact, and effectively summarises all the key points of the digital campaign.	The conclusion effectively summarises all the key points of the digital campaign in a strong and convincing manner.	The conclusion provides a satisfactory summary of the key points of the digital campaign, but may lack some clarity or knowhow.	The conclusion provides a brief summary of the key points of the business plan but lacks clarity or impact.	The conclusion is somewhat weak or fails to effectively summarise the key points of the digital campaign.	The conclusion is missing or lacks a strong and convincing summary of the key points of the digital campaign.