

SENIOR EXAMINER'S REPORT FOR STUDENTS AND TUTORS OF CIMG

MODULE NAME: ADVANCED DIGITAL MARKETING

AWARD NAME: PROFESSIONAL POST-GRADUATE DIPLOMA IN MARKETING

DATE: DECEMBER 2021

1.0 OVERVIEW OF THE PAPER

A good pass rate with majority of students scoring within 60 percentiles with upper score of 72 and lower score of 42.

Candidates who performed well provided excellent conceptual and theoretical frameworks to the digital marketing terms that drive performance of e-commerce in the insurance industry in Ghana.

The paper aimed at testing how candidates would understand influencer marketing as an enabler to unlock growth for insurance companies adopt e-commerce strategy. Modern e-commerce can only be vibrant if marketers adopt current marketing strategies and approaches to propel growth through best-in-class digital channel management.

2.0 PERFORMANCE OBSERVATIONS

[General Strengths and Weaknesses of Candidates]

Strengths
<ol style="list-style-type: none">1. Most candidate understood the format of presenting their answers (report format)2. Most candidates were able to the explain various terms indicated in the question and provided industry relevant solutions to the dictates of the questions.3. Most candidate found the definition of website terms very easy however the detail application to the industry would have guaranteed full marks.4. Most candidates who attempted all questions performed well.
Weakness
<ol style="list-style-type: none">1. Inadequate reference to the command words stated in the question within the submission.2. Weak appreciation of the term marketing attribution in Part A2.3. Over application of e-commerce models which do not have any bearing on the question

2.0. QUESTIONS PERFORMANCE

Q/N	Q1	Q2	Q3	Q4	Q5
Average Score					
Highest Score					
Lowest Score					

3.0 STRENGTHS AND WEAKNESS BY QUESTION GENERAL REMARKS

[Which questions was popular and attempted by candidates? Show of Behaviourial, Technical and Core Job competencies]

QUESTION Part A 1

Strengths

1. Candidates provided the correct report and strategy paper framework. Candidate provided a very good theoretical definition of e-commerce and influencer marketing strategy and shared specific risks and opportunities of adopting influencer marketing strategy in e-commerce for the insurance industry.
2. Strong candidates provided appropriate fusion of current tools to mitigate risks identified in using influencer marketing to drive e-commerce for the industry.

Weakness

1. A weak reference to the command words stated in the question within the submission
2. Weak candidates did not explain e-commerce and what it entails. Neither did they attempt explaining influencer marketing and how it can enable e-commerce in the insurance industry

QUESTION Part A -2

Strengths

1. Candidate provided a good theoretical definition of marketing attributions in e-commerce. And how to measure e-commerce conversion and the importance of tracking e-commerce – Customer live time value, count of acquisitions, website activity metrics, shopper cart abandonment rates

Weakness

1. A weak reference to the command words stated in the question within the submission
2. Weak exploration of the term marketing attribution. Candidate did not apply theme, theories, and concepts to the insurance industry in Part A2. Candidate did

not indicate the clear conversion metrics to gauge the effectiveness of online influencers for the insurance industry.

QUESTION Part B 1

Strengths

1. Stronger candidates provided good definitions for AI and big data means of introducing personalisation in e-commerce on the website of the company. A strong application to the company at all levels of submission.

Weakness

1. A weak reference to the command words stated in the question within the submission.
2. Weak candidates indicated some general theories and concepts on e-commerce, but it has no linkage to the questions.

QUESTION Part B 2

Strength

1. Strong candidates were able to evidently explain multichannel contact strategy and specified how the company could utilise it.

Weakness

1. A weak reference to the command words stated in the question within the submission
2. Most candidates misunderstood multichannel contact strategy as an enabler to enhance customer relationship management in e-commerce.

QUESTION Part B 3

Strength

1. Strong candidates were able to explain the function of customer privacy in e-commerce.
2. Candidates were able to achieve a strong balance on contemporary issues companies face in ensuring customer privacy and how to mitigate these risks.

Weakness

1. A weak reference to the command words stated in the question within the submission
2. Weak application of theoretical concepts to the company and appreciation of privacy issues in submission of answers.

QUESTION Part B 4

Strengths

1. This question was popular in the submission of candidates.
2. Strong candidate defined the marketing terms for websites and applied these functions within e-commerce for a company.

Weakness

1. Most candidates misunderstood the team referral pages and did not provide appropriate definition as required.

QUESTION Part B 5

Strengths

1. Strong candidates recognized some value metrics for tracking social media conversion in their answers.

Weakness

1. A weak reference to the command words stated in the question within the submission.
2. Weak candidate mostly submitted vanity metrics to track performance of social media in driving e-commerce for a company.
3. Most candidates did not attempt this question.

1.0 RECOMMENDATIONS

1. Candidates over emphasize on the theoretical models underpinning e-commerce however, the set up and management of e-commerce is not of huge concern in contemporary marketing practice than how to drive marketing interventions to the various e-commerce channels to unlock growth. Future candidates must be exposed to marketing levers that transform e-commerce channels as this is the key concern of most c-suit level marketers.
2. Candidates must have a good balance between theoretical concepts, analysis, insight and practical application to an organisation in their answers.