

**SENIOR EXAMINER'S REPORT
FOR STUDENTS AND TUTORS OF CIMG**

MODULE NAME: **DIGITAL OPTIMISATION STRATEGY**

AWARD NAME: **PROFESSIONAL DIPLOMA IN MARKETING**

DATE: **DECEMBER 2021**

1.0 OVERVIEW OF THE PAPER

Discuss the overall pass rate.

Overall, performance was of a good standard. Number of candidates did enough to warrant a distinction grade. Majority of grades were within the pass and merit grade boundaries. A small number of submissions at times lack focus on actual digital optimization concepts and frameworks in response to the questions, instead relying on a more general marketing knowledge.

There were two key elements that made a significant difference between the higher and lower graded assignments. The first was to be found in the responses provided to command words. A clear focus and understanding is needed when instructed to engage in critical thinking. For example, command words in questions 1 required a comparison and contrast, an explanation and a discussion – these were often misunderstood and what was provided was often a description. The second related to the scenario, and the focus on ‘improving the focus on customer retention’, which was often lacking, especially in question 2.

There were a varied set of responses to the questions. Most clearly understood what was being asked of them in terms of structure, format and content. A significant number failed to use good theoretical and evidenced content to underpin work which, as an academic piece of work for assessment, is frustrating and has an impact on marks that can be awarded

Discuss the principles that differentiate a pass-candidate from a failed candidate.

There were a varied set of responses to the questions. Most candidates clearly understood what was being asked of them in terms of structure, format and content. A significant number failed to use good theoretical and evidenced content to underpin work which, as an academic piece of work for assessment, is frustrating and has an impact on marks that can be awarded. There were also some issues with the interpretation of certain candidates, providing excessive visual content, primarily screenshots of content, with no context.

2.0 PERFORMANCE OBSERVATIONS

[General Strengths and Weaknesses of Candidates]

| Questions | General Strength | Weaknesses |
|-----------|---|---|
| | <ul style="list-style-type: none"> Professional tone with some including the individual elements required from the questions such as short introduction as to the aim and purpose of the questions overall and the outlined plan. Stronger papers included detail as to the candidate's current role and contribution to digital optimization activities, considering Knowledge & Comprehension, Application & Analysis, Synthesis & Evaluation and Communication & Presentation Well structured, with some including verbal subheadings, clarity and interesting delivery. Stronger submissions included detail around the target market and its composition. Stronger submissions offered an insightful and intelligent overview of competitors and their digital optimisation activities. | <p>Not covering all of the elements required from the questions.</p> <p>Poor formatting included professional tones and overlook of commanding words.</p> <p>Limited digital optimization and/or marketing focus.</p> |

2.0 QUESTIONS PERFORMANCE

| Q/N | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 |
|---------------|----|----|----|----|----|----|
| Average Score | 14 | 12 | 11 | 11 | 14 | 6 |
| Highest Score | 20 | 20 | 19 | 17 | 20 | 15 |
| Lowest Score | 2 | 5 | 8 | 8 | 5 | 1 |

3.0 STRENGTHS AND WEAKNESS BY QUESTION GENERAL REMARKS

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

Most questions that was popular and attempted by candidates were question one and question two. Followed by question three and five. The unpopular questions attempted by candidates were question four and six. Most attempted questions were cleverly attempted into details to assess candidate's behavioural, technical and core job competencies to aim and purpose of the questions.

QUESTION 1A

| Strengths | Weakness |
|---|--|
| Professional tone with some including the cover of individual elements required from the questions but some included a short introduction as to the aim and purpose of the questions overall and the outlined plan. | Not covering all the elements required from the brief. |
| Detailed analysis including CRO audit; Online and offline integration; Visual; copywriting; content; Design and UX, online psychology | Too much focus on one area, such as the organisation background. |
| Stronger papers included detail as to the candidate's current role and contribution to digital marketing activities. | Limited digital optimization and/or marketing focus. |
| Well structured, with some including verbal subheadings, clarity and interesting delivery. Stronger submissions included detail around the target market and its composition. | |

QUESTION 1B

| Strengths | Weakness |
|---|--|
| Well structured, with some including verbal subheadings, clarity and interesting delivery. | Too much effort on one area, such as the traditional marketing strategy. |
| Detail explanation of how the integration and optimisation of digital marketing can be measured and monitored including Testing; Different options; Gaining customer feedback and marketing automation and establishing trigger points for actions. | Limited digital optimisation and/or marketing focus. |
| Stronger submissions included detail around the target market and its composition. | Poor report formatting. |

QUESTION 2

| Strengths | Weakness |
|--|--|
| <p>Stronger proposals included detail around the Online focus groups; Online interviews; Inline text analysis; Social network analysis</p> <p>Stronger submissions offered an insightful and intelligent overview of benefits and detail formatting of report structures</p> | <p>Poor submission and formatting of report structures</p> |

QUESTION 3

| Strengths | Weakness |
|---|--|
| <p>Candidates provided insightful answers here, appraising the micro or the macro analytical frame to produce a reliable Marketing Information System (MKIS) that will assist the successful implementation of the marketing plan of an organization with a competitor and used supporting theory or visuals</p> <p>A wide range of theoretical framework considerations were provided, and relevant concept was applied.</p> <p>Presentation and structure was of a high quality and reflected the requested format.</p> | <p>Many candidates struggled to understand and apply the concept of Micro or Macro analytical framework to produce a reliable Marketing Information System (MKIS) and the possibilities and opportunities it can present.</p> <p>There was a lack of understanding and application of a recognised digital adoption process. Some candidates described a product adoption process.</p> |

QUESTION 4

| Strengths | Weakness |
|---|--|
| <p>Candidate were able to create an actionable improvement digital optimization plan considering CIMG's key stakeholders, including data versus Key Performance Indicators (KPIs); Landing pages and development of digital personas juxtapose with Online customer journey mapping techniques.</p> <p>An excellent provision of concept of online customer journeys to support improvements in CIMG's key customer experience through conversion optimization plan.</p> <p>A wide range of theoretical framework considerations were provided, and relevant concept was applied.</p> | <p>There was a lack of understanding and application of a recognised digital adoption process to create an actionable digital optimization SMART plan in context.</p> <p>Some candidates provided poor analysis and formatting with respect to online customer journeys to support improvements in CIMG's customer experience.</p> |

QUESTION 5

| Strengths | Weakness |
|--|--|
| <p>Good use of applied theory to discuss the impact of 5Ds of Digital in their chosen organization with adoption process in the context of the role of innovation and new product development in increasing corporate value and brand equity.</p> <p>Marketing automation used were clearly explained, well referenced, and in the context of sales and support of the chosen organisation.</p> <p>Detailed examples of the 5Ds opportunities for consumers to interact with brands and for businesses to reach and learn from their audiences in different ways</p> <p>Presentation and structure was of a high quality and reflected the requested format.</p> | <p>Not providing relevant knowledge based to improving the focus on 5D and the role of innovation to provide brand equity.</p> <p>Overly focused on providing a Strategy section that contained primarily tactical recommendations.</p> <p>Poor presentation and structured format</p> |

QUESTION 6

| Strengths | Weakness |
|--|---|
| <p>The purpose of measuring the effectiveness of digital integration was well-considered using theory and examples.</p> <p>The recommended processes and measurements were clearly linked to the mix activities in the plan produced for question 6. provided a well- structured and well-written blog; professional but informal.</p> | <p>The purpose of measuring the effectiveness (digital) integration was often neglected or omitted.</p> <p>Methods of measuring digital marketing activities lacked underpinning theory and concepts and evaluation.</p> <p>Many struggled to contextualise the blog back to the recommendations in question 6.</p> |

1.0 RECOMMENDATIONS

Candidates are expected to research and provide relevant theoretical framework to sources to back up characteristics.

Candidates could limit the scope of co-ordination, provide fewer examples but in greater detail. A lot of candidates struggled with the concept of coordination; wider reading can support a better understanding.

Finally, candidates were recommended to consider most commanding words to facilitate its underpinning theory and concepts and evaluation.

Senior Examiner: _____

Date _____

PRINT NAME