

MAKERERE UNIVERSITY BUSINESS SCHOOL
TAKE HOME TEST FOR THE DEGREE OF
BACHELOR OF INTERNATIONAL BUSINESS

AY: 2023/2024

COURSE TITLE: PRINCIPLES OF DIGITAL MARKETING

COURSE CODE: BSM 2106

YEAR OF STUDY: TWO SEMESTER: ONE

Instructions

1. *This is a **TAKE HOME** test.*
2. *A printed copy of the **GOOGLE** certificate/badge including your name, registration number and the group Video Ads should be individually submitted on Monday 20th November 2023. (Group A 12noon & Group B 5:30pm).*
3. *Question one is individually done while 2 & 3 will be done in your respective groups.*
4. *All questions are compulsory.*

ASSIGNMENT

1. Enroll for the **GOOGLE** digital skills program and undertake a self-study of all modules of the **fundamentals of digital marketing**. Then you are required to do the final test and submit a printed copy of the awarded certificate/ badge. **(10 marks)**

2. As students of digital marketing, create social media accounts on Twitter, Facebook, TikTok, LinkedIn, and Instagram and perform the following tasks;

In groups of not more than 10 members, make a 30 seconds Video Ad of any brand/service of your choice demonstrating any of the following types of videos;

- i. Events video (Group A 1 & 2)
- ii. Animated video (Group A 3 & 4)
- iii. Educational video (Group A 5 & 6)
- iv. Demo video (Group A 7 & 8)
- v. Expert Interview video (Group A 9 & 10)
- vi. Customer testimonial video (Group A 11 & 12)
- vii. Brand video (Group B 13 & 14)

You are required to upload it on any of the created social media accounts of your choice and create a hash tag (BIB Course Work Two Assignment).

Note:

Choose a platform depending on the nature of your brand/service and the target audience (a dancing video could best suit TikTok where as an expert interview video can best suit LinkedIn)

Request all your classmates to follow, view, like, share and engage with your videos. **(10marks)**

3. You will be required to present your work/video Ads and the Google certificates/badges on Monday 20th November 2023. (Group A 12noon & Group B 5:30pm) **(10marks)**

Good luck