

**MAKERERE UNIVERSITY BUSINESS SCHOOL**  
**MASTER OF BUSINESS ADMINISTRATION**

**COURSEWORK ASSIGNMENT**

**Course Name** : e-Commerce  
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**GENERAL INSTRUCTIONS**

This group assignment is aimed at helping you understand a topic on e-commerce that you are undertaking this semester. You are required to write while citing sources using the APA format. DO NOT COPY AND PASTE. Your work will be subjected to anti-plagiarism test and if found guilty, the university rules will apply.

The final product of this assignment is a publishable research paper. You will also present your paper during the lecture and be assessed.

This assignment carries 40 marks

Submit your full paper and presentation by 5:00PM Monday 14<sup>th</sup>, July 2024 via MUBSEP. Late submission will be penalized.

**GROUP B-IV**

Paper on Influencer Marketing as e-commerce Strategy (Sample topic: Leveraging influencer Marketing for e-commerce competitiveness)

**a. Introduction**

- Write three pages of literature review on the history of digital marketing while highlighting the following;
  - o The start digital marketing and its evolution into influencer marketing
  - o How have the business organizations perceived the need for influencer marketing and why?

- Provide the case of this perception by Ugandan businesses and the value attained. Are there companies or well-established individuals in this kind of trade? How are they contributing to business growth through product and services promotion.
- What are the existent challenges for Ugandan businesses to fully exploit influencer marketing?

**b. Methodology**

- Write two pages on systematic literature review for technology research and show how you used it to prepare this paper (Be emphatic on citation of authentic paper sources)
- Write a one-page literature review on case study research methodology for e-commerce and Influencer Marketing.

**c. Findings**

- Present your findings on how Ugandan companies are using influencer marketing as an e-commerce strategy to promote their businesses
- Comparative Performance of 2 cases
  - Identify at least 2 companies and present their cases and experiences as a successful application of Influencer marketing for business competitiveness. The data must be factual. Please avoid assumptive writing.
  - Use a matrix analysis method to show the application and performance of the two companies above in terms of influencer marketing. Use several metrics such as tools used, application strategies, customer focus, and any other.

**d. Discussion**

- Discuss the findings in relation to the literature. Limit this to a maximum of 2 pages

**e. Conclusion and recommendations**

- Prepare a two pages conclusion and recommendations for effective application and use of influencer marketing as e-Commerce strategy.

**f. References**

- All cited sources should be listed here using APA format

**Presentation**

- Prepare a 1 hour presentation in PowerPoint from your paper above.