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 14th, July 2024 via MBUSEP. Late submission will be penalized.

GROUP B-IX

PAPER ON INFLUENCER MARKETING

Paper on Influencer Marketing as e-commerce Strategy (Sample topic: Music as Service ((MaaS): Leveraging conventional music practices for Internationalisation and Competitiveness. Case of Ugandan Music)

a. **Introduction**
- Write three pages of literature review on the history of Music production and consumption in Uganda while highlighting the following;
    o The journey of Music promotion and its evolution into online music store
    o How have the business organizations/Musicians perceived the need for music as a service?
    o Provide the case of this perception by Ugandan music groups and the value attained. Are there companies or well-established individuals in this kind of trade? How are they contributing to the growth of the industry and musicians through musical services promotion and internationalisation.
    o What are the existent challenges for Ugandan music businesses or individuals to fully exploit music as a service?

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 music as a service.

c. **Findings**
- Present your findings on how Ugandan companies are exploiting MaaS as an e-commerce strategy for the music industry.
- Comparative Performance of 2 cases
    o Identify at least 2 companies and present their cases and experiences as a successful application of MaaS. The data must be factual. Please avoid assumptive writing.
    o Use a matrix analysis method to show the application and performance of the two companies above in terms of music promotion and internationalisation. 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 MaaS.

f. **References**
- All cited sources should be listed here using APA format

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