

**MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF MARKETING AND INTERNATIONAL BUSINESS
DEPARTMENT OF INTERNATIONAL BUSINESS
BACHELOR OF MARKETING**

COURSE NAME: PRINCIPLES OF DIGITAL MARKETING

COURSE CODE: BSM3106

YEAR: TWO

SEMESTER: ONE

ACADEMIC YEAR: 2025/2026

INSTRUCTIONS

- This is a strictly take-home test to be submitted in PDF format on MUBSEP by 12:00 p.m. on October 10, 2025.
- Submission is to be made **only in soft copy** by the group leader.
- Each group should consist of "NOT MORE THAN 10 MEMBERS".
- On the first page, include the following information: Program Name, Year of Study, Semester, Course Code, Course Name, Student Names, Registration Numbers, and students' social media handles
- Please note that university regulations regarding examination malpractices apply, and penalties will be enforced for offenses, such as groups submitting similar work.

In groups of 10, develop a comprehensive, innovative mini content marketing campaign for a fictional or real brand of your choice, then showcase it on each of the group members' personal social media platforms.

Overview

Each group will be required to act as a content marketing agency tasked with building a mini online campaign to **promote** a brand. This campaign should include multiple content types, strategic planning, and engagement tactics. The campaign will be published on your personal social media profiles, and you are required to document the process.

Steps & Deliverables

1. Brand Selection & Audience Research (10%)

Required

- Choose a brand (can be real or fictional)
- Define your target audience with demographics, interests, and needs
- Create a brief profile of the ideal customer
- Conduct competitor analysis (identify 2-3 related brands)

Deliverable: Brand and audience profile document. (One-page)

2. Content Strategy & Planning (10%)

Required

- Develop a clear content marketing goal (e.g., brand awareness)
- Decide on the types of content you'll produce.
- Map out a one-month content calendar, including themes and key messages
- Plan your content pillars and messaging strategy

Deliverable: Content strategy document with one-month content calendar (One Page)

3. Content Creation (30%)

Required

- Produce at least 3 different types of content:
 1. A short promotional video or reel (60 seconds)
 2. An engaging social media post (image + compelling caption)
 3. An interactive content piece (poll, quiz or challenge)

Deliverable: 3 pieces of original content ready for posting

4. Implementation & Posting

Required

- Post your content on your personal social media profiles
- Use relevant hashtags, tags, and captions to maximize reach
- Cross-promote on multiple platforms where appropriate
- No restrictions on industry or brand type (**keep it appropriate**)
- Comment meaningfully on at least 3 other groups' content
- Use creative storytelling, visuals, humor, or emotional appeal to stand out

Tips for Success

- ✓ Be Authentic. Choose a brand you're genuinely interested in
- ✓ Know Your Audience: Create content your target audience actually wants to see
- ✓ Have Fun: Creativity flows when you enjoy what you're doing

END