MAKERERE UNIVERSITY BUSINESS SCHOOL
TAKE HOME ASSIGNMENT FOR MASTER OF BUSINESS ADMINISTRATION
ACADEMIC YEAR 2025/2026

COURSE NAME: DIGITAL MARKETING STRATEGY
COURSE CODE: MBA8164
YEAR OF STUDY: TWO

CREDIT UNIT : 3
SEMESTER: ONE
DEADLINE: 31/10/2025

INSTRUCTIONS
- This take-home test is to be submitted in PDF format on Mubsep by 12:00 Noon on 31/10/2025.
- Each group should consist of NOT MORE THAN 5 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.

Question

In groups of 5, develop an online content marketing campaign for a fictional brand or a real brand. Each group will be required to act as a Content Marketing agency tasked to create an online campaign to promote a brand. The strategy should have ;

1. **Brand Selection and Audience Research**
   - Choose a brand (Fictional or real)
   - Develop a tagline for your brand
   - Define the target audience
   - Create a brief profile of the ideal customer

   Deliverable: Brand & Audience Profile Document

2. **Content Strategy and Planning**
   - Develop a clear content marketing Goal (e.g, awareness)
   - Choose the types of content you will produce
   - Develop a one-month content calendar (post ideas, Formats, channel, posting time)
   - Plan your content pillars and messaging strategy

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

3. **Content creation**
   Create a short promotional video using one of the free tools (Creatify, Lumen5 etc.)
   Develop an infographic that maps the stages of the digital consumer journey and the corresponding digital marketing channels (Canva, Microsoft Designer etc)
   An engaging social media post
   An interactive content piece (poll, quiz or challenge)

Deliverable: 4 pieces of original content

4. **Influencer**
   Choose an influencer suitable for your brand & write a script
   Give reasons for the chosen influencer
   Deliverable: Influencer Script

5. **Online Reputation Management**
   Develop an ORM Matrix for your brand. The matrix must consist of the following quadrants:
   High Influence, Negative
   High Influence, Positive
   Low Influence, Negative
   Low Influence, Positive
   Deliverable: ORM Matrix

6. **Implementation**
   Post the developed content across your social media platforms

END