



COVER PAGE

DIPLOMA IN DIGITAL MARKETING (Applied) (Level 7) (120credits)

Course Code:	DDM710	Course Title:	Websites and eCommerce
Level	7	Course Version:	Sept 2020
Year	2022	Term	2
Assessment Number:	1	Assessment Title:	Individual Report
Version:	2.0	Weighting:	30%
Learning Outcomes:	1, 2	Word Count:	2000 words
Submission:	Turnitin	Tutor:	Sara Barbosa
Due Date:	19 th June 2022	Marking Rubric:	DDM 2022 Marking Rubrics 3.0
Due Time:	By 11:59 pm	Other Conditions:	

ASSESSMENT DECLARATION STATEMENT

In submitting this assessment, I confirm that:

- I abide by the full Assessment Declaration and Responsibilities document I have previously signed.
- I have access to a copy of the full Assessment Declaration and Responsibilities document that is available in the Learn Hub.
- This assignment is my own independent work and I have cited and referenced other people's work that have informed my ideas and theories.



ASSESSMENT 1: Individual Report

RATIONALE

This assessment will develop the student's ability to Create, Apply and Manage marketing channels effectively in a digital marketing environment. Digital marketing practitioners require a sound understanding of website construction and the factors that create poorly performing or good performing sites.

LEARNING OUTCOMES:

1. - Evaluate implications of eCommerce websites, front end and back end website principles, and their capabilities and limitations for strategic advantage.
2. - Analyse functional features of existing eCommerce websites and best practise for user experience.

ASSIGNMENT WRITING REQUIREMENTS:

1. Attempt all parts of this assignment.
2. Read the Marking Guide to access detailed assessment requirements.
3. Present this assignment using Microsoft Word or similar.
4. Source information from reliable, appropriate and knowledgeable sources.
5. Use APA 7th edition referencing style to cite and reference sources of others work that inform your ideas, concepts, principles, theories and practice in this assessment.
6. The maximum word count applies. Your Assessor may not mark beyond this limit if there is an excessive overrun beyond that stated.

ASSIGNMENT SUBMISSION INSTRUCTIONS:

1. Use the assessment Marking Criteria to guide you in completing this assignment.
2. Submit your assignment to Turnitin by the agreed due date and time.
3. Late submissions will incur a 10 percent penalty for each working day it is late.
4. If you require an extension, speak to your Programme Leader at least 48 hours prior to the deadline.
5. Late submission approvals will be granted on a case-by-case basis.

ASSESSMENT TASK:

You are a digital marketing practitioner working for a digital marketing agency. A client has presented you with feedback about their website performance, which is reported by their website users, to be slow and difficult to use. Your task in this assessment is to review a poorly performing website and write a report to the client which explains why functionality should be improved to support the user experience and increase strategic advantage.

Task 1

Identify and locate a poorly performing website for an eCommerce business. This website will become the focus of your report.

You will not have access to the back end of the website. You will only be able to access the front end, as if you were a customer. However, in your reflections about the user experience of the website, you will address the following two points that will enable you to respond to the following points:

1. Features that could be further optimised to improve the functionality of the website and improve the user experience.
2. Implications of an eCommerce business's back end websites and their capabilities and limitations for strategic advantage;

Question 1

Write a report to the company owner for the poorly performing website that:

1. Analyses the features that could be further optimised to improve the functionality of the website and improve the user experience (LO2).
2. Evaluates the implications of an eCommerce business's back end websites and their capabilities and limitations for strategic advantage (LO1).



DIPLOMA IN DIGITAL MARKETING (Applied) (Level 7) (120 credits)
DDM 710 Websites and eCommerce (15 Credits)

ASSESSMENT 1: Individual Report

MARKING GUIDE

Student Name:		ID Number:	
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Assessment Criteria	Marks Available	Marks awarded	Feedback
<p>Task 1: eCommerce Site:</p> <p>Evidence Statement:</p> <ul style="list-style-type: none"> A poorly performing website for a retail store which has an online eCommerce business is identified and clearly referenced. <p>Judgement Statements:</p> <p>8-10 Marks: Good to Excellent evidence statement is provided with no or minimal gaps in understanding or application. A poorly performing website for a retail store is identified which has an online eCommerce business. English and grammar skills demonstrate minimal errors and omissions.</p> <p>5-7 Marks: Adequate evidence statement is provided with gaps, but the key components are addressed. A poorly performing website for a retail store which has an online eCommerce business is identified. The citation and referencing skills are adequate in meeting the APA conventions. English and grammar skills demonstrate some errors and omissions but are adequate.</p>	10		

Assessment Criteria	Marks Available	Marks awarded	Feedback
0-4 Marks: Poor to inadequate evidence statement is provided with significant gaps and/or is off topic. The citation and referencing skills are poor, do not meet the basic APA conventions or are missing. The English and grammar skills has major coherency issues.			
Question 1: Report (Introduction) <ul style="list-style-type: none"> The introduction provides an overview of the main ideas. Leads the reader into the report. Defines arguments. Presents a summary of the solution plan you have created. Contains no references; and No more than 250 words. Judgement Statements: Judgement Statements: 8-10 Marks: Good to excellent introduction with minimal gaps in understanding or application. English and grammar skills demonstrate minimal errors and omissions. 5-7 Marks: Adequate introduction with some gaps in understanding or application. English and grammar skills demonstrate some errors and omissions but are adequate. 0-4 Marks: Poor to inadequate introduction with major gaps in understanding or application. English and grammar skills make authenticity and reading difficult.	10		
Question 1: Report (Body format) Evidence Statements: <ul style="list-style-type: none"> The body is broken into sections, each with titles that lead the reader through the report. Applies theory from literature to support arguments, problem identification and solution statements. Is laid out in a logical and sequential way, with each section leading on to the next and the next following on from the 	10		

Assessment Criteria	Marks Available	Marks awarded	Feedback
<p>previous.</p> <p>Judgement Statements:</p> <p>8-10 Marks: Good to excellent report where the evidence statements are presented with no or minimal gaps in understanding or application. Your application of theory from literature is good to excellent and addresses the level of the course. Your citation, English and grammar skills demonstrate minimal errors and omissions.</p> <p>5-7 Marks: Adequate presentation of the evidence statements with some gaps in understanding or application. Your application of theory from literature is sufficient for the level of the course but can be improved. Your citation, English and grammar skills demonstrate some errors and omissions but are adequate.</p> <p>0-4 Marks: There are significant gaps in understanding and/or no evidence is presented or is off topic. Your application of theory from literature is not met and does not meet the level of the course. The citation and referencing skills do not meet the basic APA conventions and/or are missing.</p>			

Assessment Criteria	Marks Available	Marks awarded	Feedback
<p>Question 1.1: Report (Body Discussion 1)</p> <p>Analyses the features that could be further optimised to improve the functional features of the website and improve the user experience (LO2).</p> <p>Evidence Statements:</p> <ul style="list-style-type: none"> Highlights, with illustrations, 4 features on the current website that may be the cause of poor performance Identifies 2 features which should be addressed to improve the user experience. Analyses the possible and probable causes of the website's poor performance. The analysis must include persuasive interpretations, explicit illustration with supporting examples, arguments, and justifications for that view. Discussion 1 contains no more than 750 words. <p>Judgement Statements:</p> <p>23-30 Marks: Good to excellent discussion of the evidence statements that are presented with no or minimal gaps in understanding or application. The learning verb is good to excellent and meets the learning level of the course. Your citation, English and grammar skills demonstrate minimal errors and omissions</p> <p>15-22 Marks: Adequate discussion of the evidence statements that are presented with gaps in understanding or application, but the key components are addressed. The learning verb is adequate and meets the learning level of the course, with some minor weaknesses in isolated sections. Your citation, English and grammar skills demonstrate some errors and omissions but are adequate.</p> <p>0-14 Marks: Poor to inadequate discussion of the evidence statements. There are significant gaps or application of the evidence statements. The learning verb is inadequate or not</p>	30		

Assessment Criteria	Marks Available	Marks awarded	Feedback
addressed and does not meet the required learning level of the course. The citation and referencing skills do not meet the basic APA conventions and/or are missing.			
<p>Question 1.2: Report (Body Discussion 2) Evaluates the implications of an eCommerce business's back end websites and their capabilities and limitations for strategic advantage (LO1).</p> <p>Evidence Statements:</p> <ul style="list-style-type: none"> • The report body provides an evaluation of the website's back end and the relationship to the front end user experience. • Evaluates 3 Content management systems and recommends 1 which will enhance the performance for the website and increase the strategic advantage for the business • Discuss the modern changes to the way people shop and how ecommerce has been advantaged and/or disadvantaged. Give examples of companies who have embraced these trends make recommendations to your company on how they can best fit these trends. • Discussion 2 contains no more than 750 words. <p>Judgement Statements:</p> <p>23-30 Marks: Good to excellent evaluation of the evidence statements that are presented with no or minimal gaps in understanding or application. The learning verb is good to excellent and meets the learning level of the course. Your citation, English and grammar skills demonstrate minimal errors and omissions</p> <p>15-22 Marks: Adequate evaluation of the evidence statements that are presented with gaps in understanding or application, but the key components are addressed. The learning verb is adequate and meets the learning level of the course, with some minor weaknesses in isolated sections. Your citation, English and grammar skills demonstrate some errors and omissions but are</p>	30		

Assessment Criteria	Marks Available	Marks awarded	Feedback
<p>adequate.</p> <p>0-14 Marks: Poor to inadequate evaluation of the evidence statements. There are significant gaps or application of the evidence statements. The learning verb is inadequate or not addressed and does not meet the required learning level of the course. The citation and referencing skills do not meet the basic APA conventions and/or are missing.</p>			
<p>Report Conclusion</p> <p>Evidence Statements:</p> <ul style="list-style-type: none"> • The conclusion strongly reiterates the significant points, main arguments, and reach a clear conclusion and recommendation. • Contains no references. • Introduces no new material. • Is concise and clear. • Contains no more than 250 words. <p>Judgement Statements:</p> <p>8-10 Marks: Good to excellent conclusion with minimal gaps in understanding or application. English and grammar skills demonstrate minimal errors and omissions.</p> <p>5-7 Marks: Adequate conclusion with some gaps in understanding or application. English and grammar skills demonstrate some errors and omissions but are adequate.</p> <p>0-4 Marks: Poor to inadequate conclusion with major gaps in understanding or application. English and grammar skills make authenticity and reading difficult.</p>	10		

Mark Summary

Marks Available	100
Marks Awarded	
Late Submission Penalty (10% of available marks deducted for every working day late)	
Final Marks Awarded	
Percentage %	%

Feedback Summary

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Assessment Analysis

Item	Response	Comments/Feedback
Declaration Form sighted, signed and submitted?	Yes / No	
Similarity Index?	%	
Issues identified with the similarity identifiers.	Yes / No	

Tutor Name:	
Tutor Signature:	
Date:	