**The College of Administrative and Finance Sciences**

**E-commerce Department**

# E-Marketing (ECOM301)

# Digital Marketing Plan Project

You work for a company as a digital marketing manager and you've been asked to prepare a comprehensive digital marketing campaign. The campaign will run for the duration of one year, starting January until December 2021.

**Important note:**

You can choose any company to work with as long as:

* It is a local company.
* It is a startup that was established in the last (3 – 6) years, 2014 onwards.
* It can belong to any industry sector.

# Requirements

**Part 1, around (500) words: Due week 6, on 8/10/2020. (Refer to the Textbook Chapters 2 & 3, and apply the following in the context of your company)**

1. Investigate the micro-environment as part of the situation analysis for your company.
2. Competitors analysis
3. Suppliers and/or Digital Marketing intermediaries.
4. Customers’ persona.
5. Summaries the macro-environment variable your company needs to monitor when operating the digital marketing campaign. **(two or three variables for each force are sufficient)**
   1. Technological forces.
   2. Legal forces.
   3. Economic forces.
   4. Political forces.
   5. Social forces.
6. The paper styles:
   * The format of the paper needs to be introduction, main body and conclusion.
   * Your work needs to be consistent in terms of style, tone and appearance.
   * Font size: 12.
   * Font type: Times New Roman,
   * Page are numbered.
   * 1.5 spacing between lines and paragraphs.
   * Left alignment.

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1. You must check the spelling and grammar mistakes before submitting the assignment. You can ask someone to proofread your work or use online tools.
2. Up to 20% of the total grade will be deducted for providing a poor structure of assignment. Structure includes these elements: paper style, free of spelling and grammar errors.
3. In case of any questions, please refer to your instructor.