



Speaking

Planning a Digital Marketing Campaign (pg.69)

Activities

1. Creating your own Digital Marketing Campaign:

Now that you've listened to the experts, it's your turn! In small groups, you will create your own digital marketing campaign. Follow the steps below to plan it out:

Step 1: Choose a Brand or Product.

- Pick a brand or product you would like to promote. It can be anything from a fashion brand to a popular video game.
- Discuss your brand with your group. Why is it interesting to your target audience?

Step 2: Plan the Content.

- What type of content will you create? Will it be videos, images or blog posts?
- Who will be the face of the campaign? Maybe an influencer or the brand's employees?
- How can you make the content fun and shareable?

Step 3: Select the Platforms.

- Which social media platforms will you use? Instagram, TikTok or YouTube?
- Why did you choose these platforms? How will they help you reach your audience?

Step 4: Choose the Timing and Promotions.

- When should you launch the campaign?
- Will there be a discount or special offer for new customers?
- What hashtag will you create to track your campaign?

Step 5: Measuring Success.

- How will you know if your campaign is successful? Will you count shares, visits or sales?

Each group will present their digital marketing plan to the class. Include your chosen brand, your content ideas, the platforms you will use and how you will measure success. Be creative and think about what will appeal to your target audience!

Group Discussion and Role-play rubric:



Answer Key

Criteria	Excellent (4 points)	Good (3 points)	Satisfactory (2 points)	Needs Improvement (1 point)
Brand Selection & Justification	The brand is well chosen and strongly appeals to the target audience with clear justification.	The brand is chosen and appeals to the target audience, but justification is weak.	The brand is somewhat relevant to the target audience, but justification is unclear.	The brand is not relevant to the target audience and has no clear justification.
Content Planning	The content is highly creative, engaging, and includes detailed ideas with clear execution.	The content is creative and engaging with good ideas and some clear planning.	The content has basic ideas but lacks creativity or clear execution.	The content is poorly planned with little creativity or clarity.
Platform Selection	Platforms are well chosen, and the reasons for selecting them are clear and relevant to the target audience.	Platforms are appropriate, but the reasons for choosing them are somewhat unclear.	Platforms are chosen but not ideal for the target audience, and reasons are weak.	Platforms are irrelevant to the target audience or not clearly justified.
Timing & Promotion Plan	The timing is strategic and well thought out; promotions are innovative and highly appealing.	The timing is appropriate, and promotions are good but not very innovative.	The timing is somewhat appropriate, but promotions lack appeal or detail.	Timing is not suitable, and promotions are ineffective or unclear.
Hashtag & Social Media Strategy	The hashtag and strategy are highly effective for reaching the audience, showing clear creativity and planning.	The hashtag and strategy are good but lack some creativity or detail.	The hashtag and strategy are somewhat weak or unclear.	The hashtag and strategy are poorly planned or irrelevant.
Presentation & Collaboration	The group works well together, and	The group works well, and the	The group works together but there are	There is little collaboration, and the



Answer Key

	the presentation is highly organized, clear, and engaging.	presentation is clear but lacks some organization or engagement.	some communication or organization issues.	presentation is disorganized or unclear.
Use of Grammar (Subordinated Conjunctions)	Excellent use of subordinated conjunctions throughout the plan, adding clarity and depth.	Good use of subordinated conjunctions, but with a few errors.	Some use of subordinated conjunctions, but with several errors.	Little or no use of subordinated conjunctions, with many errors.

Scoring Guide:

- 28-24 points: Excellent – Well-developed, highly creative, and clearly executed.
- 23-19 points: Good – Well-developed but with room for improvement in creativity or clarity.
- 18-12 points: Satisfactory – Some good ideas but lacks creativity or depth in planning.
- Below 12 points: Needs Improvement – Requires significant improvement in planning, clarity, and collaboration.

Cultural insights

Data Privacy around the World (pg.72)

Activities

3. Create a simple poster with 3 tips to help people protect their data. Make sure you use these expressions:

- "Don't share your... "
- "Always check... "
- "Say no to... if you don't trust it/them."

Once the poster is created, share it with the rest of the class.

Example poster:

- Don't share your password.
- Always check the privacy settings.
- Say no to unknown apps if you don't trust them.



Answer Key

Other possible correct tips:

- Don't share your phone number.
- Always check the website link.
- Say no to pop-ups if you don't know the website or if you don't trust it.

Rubric:

Criteria	4 - Excellent	3 - Good	2 - Satisfactory	1 - Needs Improvement
Use of Tip Structures ("Don't share...", "Always check...", "Say no to...")	All 3 required tip expressions are used correctly and clearly.	2 tip expressions are used correctly.	1 tip expression is used correctly.	No tip expressions are used correctly or are missing.
Relevance of tips	All 3 tips are clear, practical, and directly related to protecting personal data.	2 tips are relevant and practical for data privacy.	1 tip is related to data privacy.	Tips are unclear or unrelated to data privacy.
Language and Grammar	Very clear, with no grammar or spelling mistakes. Easy to understand.	Mostly clear, with 1–2 minor errors. Still easy to understand.	Some mistakes that affect clarity.	Many errors that make the message difficult to understand.
Visual Presentation and Teamwork	Poster is well-organized, neat, and shows good effort from all group members.	Poster is organized and neat. Most group members contributed.	Poster is a bit messy or disorganised. Uneven group effort.	Poster is difficult to read or incomplete. Little group collaboration.

Scoring Guide:

- 16 points: Outstanding – The group shows excellent understanding of data privacy and communicates tips clearly and effectively.
- 13–15 points: Very Good – The group has a good grasp of the topic, with mostly clear and relevant tips and strong teamwork.
- 10–12 points: Satisfactory – The group demonstrates some understanding of data privacy, but there are areas to improve (e.g. grammar, relevance, presentation).
- 6–9 points: Needs Improvement – The group needs to review the topic more carefully. Tips may be unclear, unrelated or the poster is incomplete



Writing 2

Social Media Posts and Customer Reviews (pg.73)

Activities

In pairs, imagine you are launching a new smartwatch that tracks fitness, has customizable bands and can be connected to smartphones. The watch is designed for fitness enthusiasts, tech lovers and busy professionals who want to track their health on the go.

1. Write a social media post promoting the smartwatch. Think about what will grab attention on platforms like Instagram, TikTok or Facebook. Your post should make people curious and excited to learn more about your product.

Step-by-Step Guide to Writing a Social Media Post:

- Attract the Reader: Start with a question or statement that makes people want to read more. This could be something like "Looking for a smartwatch that does it all?" or "Ready to take your fitness to the next level?"
- Describe the Product: Include some key benefits of the smartwatch, such as "tracks your steps, heart rate and more!" or "customizable bands for any style".
- Call to Action: End with something that encourages action. For example, "Find out more on our website!" or "Order yours today!"
- Add Hashtags and Emojis: Make the post fun and easy to find with emojis and hashtags. For example, "#Smartwatch
- #FitnessGoals #TechLove"

2. Now, write a positive customer review for the smartwatch from the perspective of someone who has bought it. The review should focus on what the customer liked about the product and why it is useful.

Step-by-Step Guide to Writing a Customer Review:

- Start with Praise: Focus on what you love about the product. For example, "I've been using this smartwatch for a month, and I love it!"
- Add Specific Details: Mention what makes it useful, like the fitness features, design or battery life. For example, "The heart rate monitor is accurate, and the design is shiny".
- Mention One Small Improvement: Be honest but constructive. For example, "The battery life is great, but it could be a bit longer".
- Closing: End politely (e.g., "Best regards, [Your Name]"). End with a Recommendation: Finish by recommending the product.



Answer Key

For example, "I highly recommend this for anyone who wants to track their fitness!"

Social Media Post

★ Ready to upgrade your fitness? 📱🏃

Check out our new smartwatch! It tracks your steps, heart rate, and calories burned. With customizable bands, you can match it to your style!

Don't miss out—order yours today!

👉 Find out more on our website!

#Fitness #Smartwatch #TechLife

Customer Review

★ □ ★ □ ★ □ ★ □ □

I've been using this smartwatch for two weeks, and I love it! The heart rate monitor is very accurate and it tracks my steps perfectly. The design is sleek and stylish, which I really like.

One small improvement would be to add more colours. But overall, it's a great product!

I highly recommend this smartwatch for anyone who wants to track their fitness!

Rubric:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Content Relevance	The post or review clearly promotes the product, highlighting key features and benefits with engaging language. It demonstrates a strong understanding of the target audience.	The post or review promotes the product, but the connection to the product's features could be stronger. The language is mostly appropriate for the target audience.	The post or review mentions the product, but the focus is unclear or weak. The language is somewhat disconnected from the audience or the product features.	The post or review does not clearly promote the product, with irrelevant content or unclear connections to the product's features.
Engagement (Social Media)	The post uses a highly engaging hook (e.g., a	The post includes an engaging hook and uses	The post lacks an engaging hook or uses only basic	The post does not include an engaging hook or



Answer Key

	question or statement) that grabs attention. The emojis and hashtags are relevant and enhance the post's visibility.	emojis/hashtags, but they may not be as impactful or relevant as they could be.	emojis/hashtags that don't effectively enhance engagement.	emojis/hashtags, making it less likely to grab attention or be found.
Customer Review Focus	The review is clear, concise, and well-organized, with a focus on specific product features. It also includes one constructive suggestion for improvement. The review is highly positive and useful for potential customers.	The review is clear but may lack some specific details or the suggestion for improvement is minor. The overall tone is positive and helpful.	The review is vague, with minimal detail about the product. The suggestion for improvement may not be clear or helpful.	The review is unclear or does not provide enough information about the product, with little to no mention of strengths or areas for improvement.
Tone and Style	The tone is appropriate for the medium (social media or review) and aligns with the audience. The language is engaging, friendly, and professional.	The tone is mostly appropriate but could be more consistent or engaging. The language is clear, though it may be slightly less polished.	The tone is inconsistent or formal. The language could be clearer or more engaging for the audience.	The tone is inappropriate for the context or audience. The language is confusing or overly formal/informal.
Grammar and Spelling	The writing is free of errors in grammar, spelling, and punctuation. It reads smoothly and clearly.	There are very few minor errors in grammar, spelling, or punctuation, but they don't significantly	Several errors in grammar, spelling, or punctuation are present, which slightly affect the readability.	Frequent errors in grammar, spelling, or punctuation make the writing hard to understand.



Answer Key

		affect the readability.		
--	--	-------------------------	--	--

Total Points:

Excellent: 16-20 points

Good: 11-15 points

Satisfactory: 6-10 points

Needs Improvement: 1-5 points

Scoring Notes:

If students score in the "Excellent" category for most areas, they have demonstrated strong understanding and creativity in writing both social media posts and customer reviews.

If a student scores in the "Needs Improvement" category, encourage them to work on clarity, engaging language, and detail to make their posts and reviews more effective.

Professional Challenge

In this challenge, you will work in pairs to review a social media campaign for the smartwatch.

1. Discuss in Pairs: Look at the social media posts and talk about what worked well (e.g., engaging content, good hashtags) and what could be improved.
2. Write an Email: Write a short email to your marketing manager about:
 - What was good (e.g., high engagement).
 - What could be better (e.g., more targeted posts).
3. Share and Give Feedback: Exchange emails with another pair and provide feedback.
4. Group Discussion: As a class, discuss ideas to improve future campaigns.

Sample answer:

Dear [Manager's Name],

I hope you are well. I want to share my thoughts about our smartwatch social media campaign.



Answer Key

The campaign had many likes and shares. The videos showing the smartwatch were very popular. We also used good hashtags, like #SmartLife, which helped people find our posts.

We can make our posts more targeted. Some people who saw our fitness posts were not interested in fitness. We should try to reach more fitness fans so they can see the smartwatch.

I think these changes can help our future campaigns be even better. I look forward to your feedback!

Best,

[Student 1 Name]

[Student 2 Name]

Rubric:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Discussion Quality	Thoughtfully discusses both strengths and weaknesses of the campaign. Provides clear, specific suggestions for improvement.	Discusses strengths and weaknesses, but lacks detail in suggestions for improvement.	Mentions strengths and weaknesses, but lacks depth or clarity.	Provides minimal or unclear discussion of strengths and weaknesses.
Email Structure	Well-organized, clear, and concise. All key points (what worked well, what can improve) are addressed.	Clear and organized, but could be more concise or detailed. Some key points are missing.	The email is somewhat unclear or disorganized. Missing several key points.	The email is unclear or disorganized. Key points are missing or poorly explained.
Feedback Provided	Gives detailed, constructive feedback to another pair, highlighting both strengths and areas for improvement.	Provides useful feedback but lacks detail or constructive suggestions.	Provides basic feedback with minimal constructive suggestions.	Feedback is unclear, unhelpful, or missing.



Answer Key

Group Discussion Contribution	Actively participates in class discussion, offering thoughtful ideas to improve future campaigns.	Participates in the discussion but contributes fewer or less thoughtful ideas.	Participates but offers limited or basic contributions.	Does not contribute to the class discussion.
Professionalism & Tone	Professional tone throughout the email and discussion, with a positive and constructive approach.	Mostly professional tone, but occasional lapses in clarity or tone.	Tone is sometimes unprofessional or unclear.	Tone is inappropriate or unprofessional.

Scoring Guide:

16-20 (Excellent):

The participant demonstrates strong critical thinking and professionalism. They provide detailed and constructive feedback, with well-organized and clear communication. All aspects of the challenge are addressed thoroughly.

11-15 (Good):

The participant provides solid feedback and contributes to discussions. Their email and feedback are clear but may lack some depth or detail. A few minor areas for improvement are noted, but the overall performance is solid.

6-10 (Satisfactory):

The participant participates but with limited depth or clarity. Their email and feedback may lack essential details or be somewhat disorganized. The overall performance is average, with room for improvement in analysis or presentation.

1-5 (Needs Improvement):

The participant struggles with clarity, detail, or organization. Their feedback and email may be incomplete, unprofessional, or unclear. Further improvement is needed to fully meet the challenge requirements.

Note:



Answer Key

- A score of 16-20 indicates a strong performance, with thorough understanding and execution of all tasks.
- A score of 11-15 reflects a good performance but with areas for improvement.
- A score of 6-10 indicates basic understanding, but more depth and clarity are needed.
- A score of 1-5 shows significant improvement is required in most aspects.

Professional Challenge

Viral Marketing Campaign for Decent Work and Economic Growth (SDG 8) (pg. 75)

Rubric for evaluation:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Executive Summary	Campaign Theme & Concept	Campaign has a unique, creative theme and concept that strongly engages the audience and aligns with SDG 8.	Theme and concept are clear, engaging, and align well with SDG 8.	Theme or concept lacks originality or is somewhat unclear.
Identification of Involved Parties	Marketing Materials	High-quality visuals and interactive elements effectively promote SDG 8; content is highly engaging and professional.	Visuals and elements effectively promote SDG 8; content is engaging.	Materials partially promote SDG 8; visuals or elements could be clearer.
Link to SDG 9 (Innovation & Sustainability)	Social Media Strategy	Thoughtful choice of platforms and well-organized content	Appropriate platforms chosen, with a	Limited use of platforms; content calendar



Answer Key

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
		calendar; daily interactions highly engage the audience.	clear content calendar.	needs more organization.
Goals & Strategies	Implementation & Planning	Clear, organized timeline and resource list; implementation plan is feasible and well-detailed.	Organized timeline and resource list; implementation is feasible.	Some organization in planning, but timeline or resource list is unclear.
Implementation Plan	Measurement & Evaluation	Strong KPI selection; effective metrics and feedback loop; leaderboard well-integrated and engaging.	KPIs and metrics chosen effectively; feedback loop included.	Limited metrics: feedback loop is unclear or missing detail.
Measurement & Evaluation	Presentation & Engagement	Professional presentation with clear summary, visuals, and interactive elements; audience highly engaged.	Clear presentation with visuals and some audience engagement.	Presentation is somewhat clear but lacks visuals or audience engagement.
Presentation Quality	Final Project Submission	All elements well-organized in a complete, polished document; meets all project requirements.	Project submission is complete, organized, and meets requirements.	Submission is mostly complete, but some parts lack organization.
	Creativity & Gamification	Highly creative; campaign uses gamification	Creative campaign with effective use of gamification to	Limited creativity: gamification elements are



Answer Key

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
		(leaderboards, rewards) to strongly motivate audience.	engage the audience.	present but need improvement.