

MAJOR PROJECT - Interim Viva – 10%

Student Name:	Ben Green
Title of Project:	An Evaluation of Social Media Marketing and Production of a Best Practice Guide
Supervisor:	James Williams
2 nd marker:	Gaynor
Course:	☒ BIT BusComp CIS CNetS CSE Electrical Games Mobile TRE SE Web (please circle)
Project Type:	☒ Survey Review Experiment Development (please circle)

Project type:	Survey	Review	Experiment	Development
1. Knowledge and Understanding of Subject				
Response to Questioning	15/20	/20	/20	/20
2. Research-informed Literature				
Literature Review (level of progress, suitable synthesis of background material completed)	33/40	/40	/40	/40
3. Analysis				
Discussion of Findings	13/20	/20	/10	/10
4. Practical Application and Deployment				
Code examples/prototypes/demo	-	-	/10	/10
5. Skills for Professional Practice				
Project Plan	4½/10	/10	/10	/10
Quality of Presentation	5½/10	/10	/10	/10
TOTAL	71 /100	/100	/100	/100

Comments:

Literature Review is quite thorough - well done.
Look into Reach issues (organic/paid), also look at pricing on
Hoot Suite etc, it may not be as expensive as you think.

It would be great if you could implement practically for a month
and review analytics - this would help see if strategies are
working.

Citations - include your references

Survey - be clear on the sample.

Slides are a bit hard to read - make font bolder or change colours.

Project Plan needs to be clearer

Very good potential in this project.

Signed: (Supervisor)

Georgina Thomas (2nd marker)