

MAJOR PROJECT - Interim Viva – 10%

Student Name:	Callum Whitcombe
Title of Project:	Investigation and Evaluation of Social Media Promotion Strategies for organisations
Supervisor:	James Williams
2 nd marker:	Gwyneth Thomas
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	12 /20	/20	/20	/20
2. Research-informed Literature				
Literature Review (level of progress, suitable synthesis of background material completed)	23 /40	/40	/40	/40
3. Analysis				
Discussion of Findings	10 /20	/20	/10	/10
4. Practical Application and Deployment				
Code examples/prototypes/demo	-	-	/10	/10
5. Skills for Professional Practice				
Project Plan	5 /10	/10	/10	/10
Quality of Presentation	6 /10	/10	/10	/10
TOTAL	56 /100	/100	/100	/100

Comments:

Some relevant topics covered, more depth needed overall with supporting citations.

Investigate the social media platforms individual features/usage/audience - this is relevant for usage strategies

Think about sizes of organisations - different strategies for different size

Aims + Objectives - clearer alignment with survey needed.

Signed: (Supervisor)

Gaynor Thomas (2nd marker)