



ECOM 322: Social Media Marketing
2nd Semester/2021-2022
Discussion Question

Write a report discussing the following points:

- 1. Two of the most creative/successful social media marketing campaigns in Saudi Arabia (In 2021-2022). For each campaign:**
 - Give the reasons behind their success?
 - What is the added value of this marketing campaign for the company/organization?

- 2. Two social media marketing campaign in Saudi Arabia that failed (Last two years). For each campaign:**
 - Why did the social media marketing campaign fail?
 - And what can we learn from them?

Notes:

- For each case, provide the following information: Company Name, Campaign Name and Social media platforms used.
- Examples can be a profit or non-profit organization.

Assignment Guidelines:

- This assignment is an individual assignment.
- All students are encouraged to use their own word.
- Your **Assignment** must include:
 - Cover page and make sure to include the cover page with all information required.
One mark will be deducted if there is no cover page.
 - A title that well represents the content of your report.
 - A “References” section listing all sources included. And ensure that you follow the APA style in your report.
 - An opening paragraph.
 - The main body of your report.
- Use Times New Roman, 12 font size, 1.5 line space and adjusted text.
- A mark of **zero** will be given for any submission that includes copying from other resource without referencing it.
- Your report length should be between 600 to 800 words.
- Assignment must be in **word** format only **no PDF**.
- Your file should be saved as: **Your name – CRN - ECOM322- Discussion.doc**
- You must check the spelling and grammar mistakes before submitting the assignment.
- **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 mistakes, referencing and word count.

Submission:

| Type | Due date | Point covered | Marks |
|-------------------|--------------------------|---------------|-------|
| Report Submission | 9/4/2022 @ 11:59 P.M. | All | 10 |

Note: Submission will be through the Blackboard.