

Information and Communication Assignment

Assignment Overview:

- **Topic:** Investigating the role of information and communication technologies (ICT) during the Christmas season in enhancing consumer experiences.
- **Focus Areas:** Digital marketing, e-commerce platforms, and communication strategies adopted by brands during the holiday season.

Submission Format:

- **Project Report:**
 - **Font:** Times New Roman, Size 12
 - **Spacing:** Double
 - **Word Count:** 4000–5000 words
 - **Deadline:** 24th December 2025

Assessment Criteria (each worth 20%):

1. **Application of ICT theories in consumer communication**
2. **Evaluation of communication strategies during Christmas**
3. **Innovativeness in information systems and consumer interaction**
4. **Use of real-world data and case studies**
5. **Structure, clarity, and APA formatting**

Mandatory Sections:

1. **Title Page**
2. **Table of Contents**
3. **Abstract**
4. **Introduction**
5. **Literature Review**
6. **Methodology**
7. **Findings**
8. **Discussion**
9. **Conclusion**
10. **References**
11. **Appendices**

Assignment Task – Choose ONE of the following written assignments:

- **Option 1: The Role of Digital Marketing and Social Media in Christmas Shopping Campaigns**
 - Explore how brands use digital marketing strategies, including social media, email newsletters, and online advertisements to drive sales during the Christmas season.
 - Evaluate the effectiveness of these strategies in reaching target audiences and increasing sales.
- **Option 2: E-commerce Platforms and Consumer Experience During the Christmas Season**
 - Investigate the role of e-commerce platforms in facilitating consumer purchases during Christmas.
 - Discuss how websites and apps are optimized for holiday shopping (e.g., personalized recommendations, seamless checkout, etc.) to enhance consumer experience.
- **Option 3: The Influence of Communication Technologies on Holiday Promotions and Consumer Trust**
 - Examine the communication tools brands use to engage customers during the Christmas season (e.g., chatbots, customer service apps, etc.).
 - Analyze how these tools impact consumer trust and decision-making.