Podcast Show Notes

The Mirror Cast

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Date: 28ᵗʰ August 2022
Podcast Title: The Mirror Cast

In this episode of The Mirror Cast, we discuss:
- Topic 1: Digital Marketing communication learning outcome.
- Topic 2: Group work experiences.

Podcast Outline:

In this episode of The Mirror Cast, we use the Gibbs' reflective cycle (1988) to reflect the Digital Marketing Communication learning outcome as well as a talk about the group work experience, and it will be through two topics.

Topic 1: Digital Marketing communication learning outcome.

Questions discussed.

1. what does the DMC module covered?
2. how did I make use of the lectures?
3. what was the first coursework? and what were the challenges ?

Empirical Resources cited/quoted.

1. Chaffey, D. (2020). *SOSTAC® marketing plan model definition - What is? | Digital marketing Glossary*. [online] Dr Dave Chaffey : Digital Insights. Available at: https://www.davechaffey.com/digital-marketing-glossary/sostac-marketing-plan-model/.

2. Fortin, D. (n.d.). *How to Create an SEO Strategy for 2022 [Template Included]*. [online] blog.hubspot.com. Available at: https://blog.hubspot.com/marketing/seo-strategy#:~:text=An SEO strategy is the.
3. The University of Edinburgh (2020). *Gibbs' Reflective Cycle*. [online] The University of Edinburgh. Available at: https://www.ed.ac.uk/reflection/reflectors-toolkit/reflecting-on-experience/gibbs-reflective-cycle.
4. Wochele, C. (2017). *A Step-by-Step Guide to a Successful Marketing Campaign - R&A Marketing*. [online] R&A Marketing. Available at: https://www.ramarketing.com/successful-marketing-campaign/.

Topic 2: Group work experience

Questions discussed

1. do I like to work in groups? why?
2. how did we manage our group?
3. how was the experience ?

Empirical Resources cited/quoted

1. CMI. (2020). *How to manage work-related insecurity and anxiety*. [online] Available at: https://www.managers.org.uk/knowledge-and-insights/article/how-to-manage-work-related-insecurity-and-anxiety/.
2. Hansson, H. (2020). *The Importance of Teamwork in Your Organization*. [online] Docket. Available at: https://www.dockethq.com/resources/importance-of-teamwork-in-your-organization/#:~:text=Teamwork builds strong employee relationships.
3. maestrocr.com. (n.d.). *Why is a Time Tracker Important in Project Management?* [online] Available at: https://maestrocr.com/blog/time-tracking-importance-in-project-management [Accessed 28 Aug. 2022].

DOCUMENTATION

Podcast Script

Script Legend:

Description	Analysis
Feeling	Conclusion
Evaluation	Action Plan

TEXT:

[Music Intro]

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[HOOK]

Arabi here and welcome in this episode of the mirror cast, the podcast that is dedicated for a reflective review on the digital marketing communication. Using the Gibbs reflective cycle, and we will have a general talk about two topics, which are:

- Topic 1: Digital Marketing communication learning outcome.
- Topic 2: Group work experiences.

so if you are listening to me, and either you liked this content, or you have any question, or suggestion, feel free to or dm me in twitter or instagram at arabi.hadfi or send me an email hadfi-mea@ulster.ac.uk. so let's jump now to the first part of the show …

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[Music continue decreasing to 0 db] - 5 sec

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alright, a couple of years ago I have started working in sales and I knew about the power of marketing so, the decision was to have a proper academic course to be able to interpret insights and make the best use of any budget.

I am grateful to have a the chance for a seat in Msc Marketing Course at Ulster University. where we had the module the Digital Marketing Communication, so we have covered how to develop a digital strategies, social media strategies, SEO Strategy that best fits the business, and

we have walked through different frameworks such as SOSTAC, and RACE framework. and how to run a marketing campaign.

As Evaluation, this course were very beneficial for me, It was an opportunity to get exposure to the world of digital marketing through Climax community as a case study. I gained a valuable knowledge to the field, with a special thanks to Professor Saud Ahmad who was humble in sharing hacks and tools.

To analyze, by completing this task, I had to deal with the contradiction I experienced especially in the search about Climax community because of the blurry details about the software. I had to to deal with researching the most appropriate resources.

In conclusion, This course helped me to become more confident via the decision to search for the appropriate assignment resources. I became able to develop a strategy, set a budgeting, and track the strategy using the key performance indicators, or KPIs.

So, for the next time I will have such an experience, I intend to be more aware of time, and that will be by developing the effectiveness. To ensure that quality will be delivered as well as corrective actions are implemented on time.

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Our second topic today is about the group work experience, so the coursework 1 was a group submission.

I feel more energetic whenever there is a team work, that's because I adore the way the achievement is referred to the whole group in the end, the team has assigned me the leadership, and I was responsible to keep the consistency of the group, and assign tasks according to how each individual has his own potential and how he can contribute.

To evaluate the experience, all the group members are happy, everyone were so involved to complete his part and push the work to the completion, especially with the activity tracking system we were using.

We had one shared workshop google document, we set micro-tasks for each individual and with his deadlines, and we had semi-weekly

meetings to communicate how to overcome challenges, and to be in cover for the hard times and to boost the team energy. Especially the dramatic work in the last 2 days where we had to deal with some tasks, and I was really proud seeing the team all connected in one file, and seeing the work sheets is being under our crack.

in **conclusion**, this assignment made me realize how important knowing your team members. by having a good relationship in the team that encourages confidence to express ideas with freedom. As well as the skill of managing the insecurities, where it's important to spot that early and communicate privately, even if the team is solid.

So yeah, I believe we have achieved that level !

We have ran many assignments in group form this year, and we had our solid team since the beginning, and with every experience we learn how to deal with the highs and lows of each of us, until we reached a very mature level, but there is always a room for improvement, so the action plan next time is to be more strict in the follow up and the respect of deadlines.

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[increasing music outro] [from 0 db to 3 db]

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Thank you for listening to the mirror cast, have a great day.

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[CUT & END]