

Undergraduate Diploma in Digital Marketing Intakes Sep 2024 to May 2025

Assessment Task: Written assignment based on chosen questions	
Module: Corporate Digital Marketing	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 03 July 2025	
<p>Task The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process to Corporate Digital Marketing.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process in Corporate Digital Marketing</p> <p>Note <i>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. You are expected to use the Harvard referencing style. Make sure to go through the Assignment Guidelines made available in the course resource centre.</i></p>	
<p>Choose 1 question from the following:</p> <p>☐ Question 1: Using a real-world company of your choice, develop a comprehensive digital corporate communication strategy. Your submission should include:</p> <ul style="list-style-type: none"> A brief organisational overview (industry, size, audience) A SWOT and PESTLE analysis focused on communication and digital presence Identification of target audience segments and rationale Communication objectives aligned with corporate goals A selection of appropriate digital platforms and tools (e.g., CMS, email marketing, intranet) Key Performance Indicators (KPIs) to measure campaign success Integrate academic theory with business practice <p>Assessment criteria: Strategic coherence, use of planning tools, relevance of KPIs, and clarity of alignment with business goals.</p> <p>☐ Question 2: Critically evaluate how Corporate Social Responsibility (CSR) can be effectively communicated using digital marketing tools. In your answer:</p>	

- Define CSR and its importance for brand reputation
- Discuss the risks of poor CSR communication with examples
- Examine how companies use social media, email campaigns, or websites to convey CSR messages
- Choose one Maltese or international organisation and analyse a recent CSR campaign, highlighting its digital communication strategy and impact
- Integrate academic theory with business practice

Assessment criteria: Theoretical understanding, critical evaluation, use of relevant examples, and application of lecture material.



Question 3:

Design a professional email marketing campaign for a B2B or B2C context. Your proposal should include:

- Campaign goals (e.g., product launch, CSR awareness, customer retention)
- Target audience segmentation with justification
- Sample email copy (subject line, body text, CTA)
- Personalisation strategy and A/B testing plan
- Overview of tools used (e.g., MailChimp) and metrics for evaluating campaign success
- Integrate academic theory with business practice

Assessment criteria: Creativity, audience appropriateness, alignment with campaign goals, and application of best practices

Pass Mark - 50%

Total Assignment Weighting - 55%

By submitting I confirm that this assessment is my own work

Mark:

Signature: <main assessor>

Date

Signature: <quality assurance>