

Undergraduate Diploma in Digital Marketing: Intake September 2024

Assessment Task: Research project based the question below	
Module: <i>Research Project</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: MQF Level 5	Student Name:
Date:	Student Number:
Project Proposal: 04 August 2025 Presentation Delivery: 25 August 2025 Assignment Deadline: 25 September 2025	
Research Question: <p>How can a content marketing strategy that combines brand storytelling and digital channels be designed to build brand trust and strengthen customer relationships for a Maltese lifestyle brand targeting millennials and Gen Z?</p>	
Project Overview: <p>Design a content marketing strategy focused on building brand trust and loyalty through storytelling and digital channels. Create or select a fictional Maltese lifestyle brand and develop a strategic plan to engage millennials and Gen Z audiences using creative and authentic content.</p>	
Project Requirements Summary: <p>Before beginning your full research project, you are required to submit a short proposal. Your final report should begin with a literature review on content marketing principles, brand storytelling, and trust-building strategies. Then, define the brand identity, including its mission, vision, and values. Develop a detailed content marketing strategy covering blog posts, video content, influencer collaborations, and user-generated content. Plan an integrated campaign using SEO, social media, and email marketing to distribute content effectively. Design sample content pieces (e.g., mock blog posts, video scripts, social media captions) to illustrate your approach. Identify relevant KPIs and analytics tools to measure success, and discuss potential challenges along with proposed solutions to maintain authenticity and avoid overly commercial messaging.</p>	
Important Notes <p>The expected format:</p> <ul style="list-style-type: none"> ➤ Cover Page ➤ Contents Page ➤ Your research, data and analysis on Digital Marketing Strategies ➤ Reference List ➤ Appendices <p>Assignment Document Format:</p> <ul style="list-style-type: none"> • Your assignment document should be structured using appropriate headings and subheadings. • Use a professional and consistent formatting style throughout the document. • Text - Times New Roman, Size 12, 1.5 line spacing • Ensure proper citation and referencing of any external sources used in your research - Harvard Style must be used. <p>Word Count and Appendices:</p> <ul style="list-style-type: none"> • The main body of your assignment should be approximately 7,000 words, excluding appendices. 	

- Appendices can include supporting documents such as market research data, screen shots, and any additional materials that support your strategy.

Tips for Success:

Focus on authenticity and building emotional connections through content.

Use real tools and platforms for examples (e.g., Canva, Google Trends, Instagram analytics).

Demonstrate creative thinking supported by practical strategies.

Proofread carefully and ensure proper referencing.

Do not rely on AI generated content but conduct proper research.

Pass Mark - 50% of total weighted score

Researched Project: 80%

Presentation: 20%

Total Project Weighting - 100%

By submitting I confirm that this assessment is my own work