

## Undergraduate Diploma in Digital Marketing: Intakes November 2024 to September 2025

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| <b>Assessment Task:</b> Written assignment based on chosen questions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                      |
| <b>Module:</b> <i>Marketing And Research</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Tuition Centre:</b> 21 Academy<br><b>Licence Number:</b> 2018-017 |
| <b>Level:</b> Award MQF Level 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Student Name:</b>                                                 |
| <b>Date:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Student Number:</b>                                               |
| <b>Assignment Deadline: 13 November 2025</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                      |
| <p><b>Task</b><br/>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 manage data and its implications.</p> <p><b>Note</b><br/>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 managing data for business.</p> <p><b>Note</b><br/><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 <a href="#">Assignment Guidelines</a> made available in the course resource centre.</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                      |
| <p><b>Choose 1 question from the following:</b></p> <div style="margin-bottom: 10px;"> <input type="checkbox"/> <b>Question 1: Global Market Expansion – Research and Academic Work on Beyond Meat (United States)</b><br/>       Beyond Meat, a leader in plant-based proteins, is seeking to expand into South Korea. Develop a comprehensive market entry strategy for the brand, drawing on academic research and market intelligence. Conduct an in-depth analysis of the South Korean food and beverage landscape using PESTEL, SWOT, and Porter's Five Forces models.<br/>       Compare Beyond Meat's potential strategy to that of a local competitor in South Korea's plant-based or health-focused food sector. Identify key challenges related to culture, pricing, and distribution, and propose evidence-based recommendations to ensure successful market penetration and brand growth.<br/>       You will be expected to give attention to the following:       <ul style="list-style-type: none"> <li>A background statement outlining the global plant-based industry and Beyond Meat's position</li> <li>A detailed South Korean market analysis using marketing research tools</li> <li>Competitive comparison with a local brand</li> <li>Research and Discussion of cultural, economic, and consumer behaviour considerations</li> <li>Data-driven recommendations and justifications for success in the South Korean market</li> </ul> </div> <div> <input type="checkbox"/> <b>Question 2: Digital Market Repositioning – Research and Academic Work on Monzo Bank (United Kingdom)</b><br/>       Analyze Monzo Bank's digital marketing and customer experience strategy using the 7Ps marketing mix framework. Evaluate how its brand positioning differs across the UK and European markets. Propose a     </div> |                                                                      |

digital repositioning strategy to expand Monzo's competitiveness in a new market (e.g., Italy or Denmark), taking into account local regulations, cultural factors, and digital behavior patterns.

Focus Areas:

- Fintech industry overview and Monzo's digital brand identity
- Application of the 7Ps framework to assess Monzo's current strategy
- Analysis of customer engagement through digital channels and app-based services
- Culturally adapted repositioning plan for a selected market
- Recommendations for improving digital customer trust and loyalty

☐ **Question 3: Strategic Market Entry and Localization – Research and Academic Work on H&M's Expansion into Malta**

As part of its ongoing international growth strategy, H&M (Sweden) is exploring opportunities to expand into Malta, a small but dynamic European retail market. Your task is to develop a strategic market entry and localization plan for H&M, supported by relevant academic research and marketing models. Conduct a comprehensive analysis of Malta's retail and fashion landscape using tools such as PESTEL, SWOT, and Porter's Five Forces. Evaluate the cultural, economic, and digital factors that could influence H&M's success in the Maltese market. Compare H&M's potential entry approach with that of a local or regional fashion competitor and critically assess how H&M can position itself to appeal to Maltese consumers. Finally, propose evidence-based recommendations for achieving sustainable growth and brand differentiation in Malta.

You will be expected to give attention to the following:

- A background overview of the global fast-fashion industry and H&M's international presence
- An analysis of Malta's retail environment using marketing research frameworks (PESTEL, SWOT, Porter's Five Forces)
- A comparison with a local or regional fashion retailer (e.g., Terranova, Piazza Italia, or a Maltese boutique brand)
- Consideration of cultural adaptation, digital marketing integration, and sustainability positioning
- Clear, data-supported strategic recommendations for market entry and brand localization
- Conclusion

**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>