

Undergraduate Diploma in Digital Marketing Intakes November 2024 to September 2025

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Marketing And Research</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 06 November 2025	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular about Marketing And Research.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant tools and practices in relation to what they learned in the module.</p> <p>Note <i>You should plan to spend approximately 20 hours researching, reviewing the course slides, planning and designing the presentation. You are expected to select the Harvard Referencing Style if you are using any sources for the information being given in the presentation.</i></p> <p><i>Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.</i></p> <p><i>The presentation should be 20 minutes long and students will be expected to answer questions made by the students in class as well as the tutor.</i></p>	
<p>Question: Evaluating Influencer Marketing and Consumer Engagement – Research and Analysis of Gymshark (United Kingdom)</p> <p>As a marketing research team, your task is to analyse Gymshark's influencer marketing strategy and its impact on consumer engagement and brand community building. Evaluate how Gymshark leverages social media influencers and content creators to enhance its digital marketing performance. Compare Gymshark's influencer approach with that of a local fitness brand in a European market (e.g., MyProtein, Huel, or Women's Best).</p> <p>You will be expected to give attention to the following:</p> <ul style="list-style-type: none"> • Overview of the fitness apparel industry and Gymshark's growth • Digital influencer and community marketing strategy • Effectiveness in driving customer loyalty and engagement • Comparison with a local competitor's digital approach • Strategic recommendations for improving long-term brand advocacy 	

By submitting I confirm that I have been authorized by all the students in the group to acknowledge that the presentation is our own work	
Mark:	Student (first in list above) Signature: <main assessor>
Date	Signature: <quality assurance>