

Undergraduate Diploma in Digital Marketing: Intake January 2025

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: 21 November 2025 Presentation Delivery: 09 December 2025 Assignment Deadline: 08 January 2026	
Research Question: <p>How can a Corporate Social Responsibility (CSR) campaign focused on ethical sourcing and cruelty-free production be strategically researched, designed, and implemented through digital marketing to build consumer trust and enhance brand image for the fictitious Maltese cosmetics company EcoGlow Cosmetics?"</p> <p>Purpose: To examine how digital marketing tools (e.g. social media, influencer marketing, storytelling, and content strategy) can effectively communicate CSR values.</p> <p>Objective: To assess how CSR-driven messaging influences consumer trust, perception of authenticity, and brand image.</p> <p>Scope: The project involves both the planning of a hypothetical CSR campaign for EcoGlow Cosmetics and the evaluation of its potential impact through academic and industry-based insights.</p> <p>Research Approach: The project can combine a review of existing CSR marketing strategies in the beauty sector with survey-based or content analysis research to explore how audiences respond to CSR storytelling online.</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. <p>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).</p>	

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