Undergraduate Diploma in Digital Marketing: Intake January 2025 to November 2025

Assessment Task: Written assignment based on chosen questions	
Module: *Digital Marketing Basics*	**Tuition Centre:** 21 Academy **Licence Number:** 2018-017
Level: Award MQF Level 5	**Student Name:**
Date:	**Student Number:**
Assignment Deadline: 2 January 2026	

Task

The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of Digital Marketing.

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 Digital Marketing.

Note

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.

Choose 1 question from the following:

☐ ***Question 1:***

Create two detailed buyer personas for a fictitious digital-first skincare brand launching in Malta. For each persona, map out the buyer's journey across the awareness, consideration, and decision stages. Explain how their motivations, pain points, and digital touchpoints differ at each stage, and discuss how the brand should tailor its digital marketing strategy—content, platforms, and conversion tactics—to guide both personas effectively through their journey. Your answer must demonstrate academic rigour using relevant theories, concepts, and properly referenced scholarly sources.

☐ ***Question 2:***

Analyse how a small local café could improve its online visibility through social media optimisation (SMO). Discuss strategies related to profile optimisation, content formats, engagement techniques, and community-building, and explain how these can collectively increase reach and customer loyalty. Your answer must demonstrate academic rigour using relevant theories, concepts, and properly referenced scholarly sources.

☐ ***Question 3:***

Critically evaluate how improving website user experience (UX) can enhance conversion rates for an online clothing retailer. Identify key UX elements—such as navigation, mobile responsiveness, product presentation, and checkout flow—and explain how each contributes to reducing friction and improving overall customer satisfaction. Your answer must demonstrate academic rigour using relevant theories, concepts, and properly referenced scholarly sources.

Pass Mark - 50% of all assessment methods	**Total Assignment Weighting - 55%**
By submitting I confirm that this assessment is my own work	
Mark:	**Signature:** *<main assessor>*
Date	**Signature:** *<quality assurance>*