

Undergraduate Diploma in Digital Marketing Intakes January to November 2025

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Digital Marketing Basics</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 18 December 2025	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular about Digital marketing strategy.</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 In groups, select a local café, boutique, or fitness studio (real or fictitious) and design a 3-month digital marketing plan to increase brand awareness and attract new customers. Your presentation must include:</p> <ul style="list-style-type: none"> A clearly defined buyer persona A proposed mix of social media platforms and the type of content to be published A basic SEO approach for improving search visibility Two simple paid advertising ideas (e.g., boosted posts or Google Ads) KPIs to measure success <p>Your work must demonstrate academic rigour through the use of relevant theories, concepts, and properly referenced scholarly sources.</p>	
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>