Undergraduate Diploma in Digital Marketing: Intake February 2025

Assessment Task: Research project based the question below	
Module: *Research Project*	**Tuition Centre:** 21 Academy **Licence Number:** 2018-017
Level: MQF Level 5	**Student Name:**
Date:	**Student Number:**

Project Proposal: 19 December 2025

Presentation Delivery: 06 January 2026

Assignment Deadline: 05 February 2026

Research Question:

Develop a comprehensive SEO project for a fictional Maltese educational service targeting millennials and Gen Z, incorporating advanced keyword research, technical and on-page optimisation, and content strategies to achieve measurable improvements in online visibility and user engagement.

Important Notes

The expected format:

- Cover Page
- Contents Page
- Your research, data and analysis on Digital Marketing Strategies
- Reference List
- Appendices

Assignment Document Format:

- 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.

Word Count and Appendices:

- 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.

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).
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