Undergraduate Diploma in Digital Marketing
Intakes February 2025 to January 2026

Assessment Task: One (1) Group presentation based on the question below	
Module: *Basics of Search Engine Optimization & Content Creation in CRM*	**Tuition Centre:** 21 Academy **License Number:** 2018-017
Level: Award MQF Level 5	**Date:**
Student Names:	**Student Numbers: (same line)**
Presentation Date: 19 February 2026	

Task
The purpose of this assessment is to develop an understanding of what was learnt during the module in particular about Search Engine Optimization & Content Creation in CRM.

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.

Note
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.

Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.

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.

In groups, select a small business (real or fictitious) and develop a basic digital marketing strategy that integrates Search Engine Optimisation (SEO) and Customer Relationship Management (CRM). Your presentation should:

- Identify the business objectives
- Describe the target audience and basic segmentation
- Propose SEO actions to improve online visibility
- Explain how CRM data could be used to support customer engagement and retention
- Identify key performance metrics to measure success

Your work must demonstrate academic rigour through application of relevant theories and frameworks, analytical discussion, and the use of properly referenced scholarly sources.

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*>