

Undergraduate Diploma in Digital Marketing: Intake April 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: 13 February 2026 Presentation Delivery: 02 March 2026 Assignment Deadline: 02 April 2026	
Research Question: <p>You are required to design a fictitious brand and analyse and evaluate how its proposed email marketing and Customer Relationship Management (CRM) strategy would support customer engagement and retention within a digital marketing ecosystem. You should examine intended segmentation practices, message personalisation techniques, and campaign performance measurement, and apply relevant digital marketing and CRM frameworks to propose and justify strategic decisions that enhance campaign effectiveness. Combine brand creation, academic research, theoretical application, and strategic reasoning in line with MQF Level 5 expectations. You must write a formal business email addressed to a potential stakeholder or client in which you:</p> <ul style="list-style-type: none"> Introduce your fictitious business Briefly summarise your Business and Marketing Plan Indicate that the full Business and Marketing Plan is attached (hypothetically) Use appropriate professional tone, structure, and language <p>This email should be included as an appendix and clearly labelled.</p> <p>The research project must demonstrate academic rigour through systematic research, application of relevant digital marketing and CRM theories and frameworks, analytical discussion, and the use of properly referenced scholarly and industry sources.</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. 	

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**