

Undergraduate Diploma in Digital Marketing: Intake April 2025 to February 2026

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Managing Data and Its Implications</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 28 March 2026	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular with respect to data management within an organisation.</p> <p>Note This assessment provides students with an opportunity to explain the different aspects of data management and its implication.</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>Group Presentation Prepare and deliver a presentation that explains how a digital marketing agency should respond to and investigate a personal data breach in compliance with the General Data Protection Regulation (GDPR). Your presentation must:</p> <ol style="list-style-type: none"> 1. Explain What a Data Breach Is <ul style="list-style-type: none"> • Define a personal data breach under GDPR • Provide digital marketing examples of three data breaches that occurred in 2025 2. Develop a Step-by-Step Data Breach Investigation Procedure Your procedure must begin from the moment the breach is discovered and end when the investigation is formally closed. 3. Include a Visual Flowchart Create a clear process flowchart showing each stage of the investigation from detection to closure. 	

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>