

Undergraduate Diploma in Digital Marketing Intakes May 2025 to March 2026

Assessment Task: Written assignment based on chosen questions	
Module: Social Media Marketing and Digital Advertising	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 21 May 2026	
<p>Task</p> <p>The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process to Social Media Marketing and Digital Advertising.</p> <p>Note</p> <p>This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process in Social Media Marketing and Digital Advertising.</p> <p>Note</p> <p><i>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. You are expected to use the Harvard referencing style. Make sure to go through the Assignment Guidelines made available in the course resource centre.</i></p>	
<p>Choose 1 question from the following:</p> <p>☐ Question 1:</p> <p>You have been hired as a junior digital marketing executive by a local Maltese business (choose one industry: retail, hospitality, fitness, or fashion).</p> <p>Develop a comprehensive social media marketing strategy for a 3-month campaign. Your report must include:</p> <ul style="list-style-type: none"> A clearly defined target audience (supported by a buyer persona) Selection and justification of social media platforms Content strategy (types of content, tone of voice, posting frequency) A sample 2-week content calendar KPIs and performance metrics to measure success Brief discussion of ethical considerations and data privacy <p>Academic rigour is expected throughout. Your work must be supported by relevant theory and current industry practices, with appropriate referencing.</p> <p>☐ Question 2:</p> <p>You have been appointed as a digital marketing executive for a company launching a new product or service (you may choose a real or fictional brand).</p> <p>Develop a digital advertising strategy and execution plan that incorporates multiple digital channels. Your report must include:</p> <ul style="list-style-type: none"> Clear campaign objectives aligned with business goals Identification and justification of digital advertising channels Target audience segmentation and targeting approach Development of a creative strategy A budget allocation plan across channels Explanation of ad optimisation techniques Key performance metrics and how campaign success will be measured Consideration of privacy, cookies, and regulatory frameworks 	

Academic rigour is expected throughout. Your work must be supported by relevant theory and current industry practices, with clear justification of strategic decisions and appropriate academic referencing.

Question 3:

A company has allocated a budget of €1,000 for paid social media advertising.

Design a paid social media campaign plan that includes:

- Platform selection and justification
- Target audience segmentation
- Ad format and creative concept
- Budget allocation across ads
- Expected outcomes
- Explanation of how ROI will be measured and evaluated

Academic rigour is expected throughout. Your work must be supported by relevant theory and current industry practices, with clear justification of all strategic decisions and appropriate referencing.

Pass Mark - 50%	Total Assignment Weighting - 55%
By submitting I confirm that this assessment is my own work	
Mark:	Signature: <main assessor>
Date	Signature: <quality assurance>