

Undergraduate Diploma in Digital Marketing: Intake May 2025- March 2026

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Social Media Marketing and Digital Advertising</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 14 May 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 Social Media Marketing and Digital Advertising.</p> <p>Note This assessment provides students with an opportunity to explain the different aspects of Social Media Marketing and Digital Advertising.</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>Question: Your group is required to act as a digital agency pitching to a client launching a new product/service in Malta. Develop and present a fully integrated social media campaign, including:</p> <ul style="list-style-type: none"> Campaign concept and creative idea Platform strategy and content approach Influencer or collaboration strategy (if relevant) Paid vs organic strategy Timeline and rollout plan Expected results and KPIs <p>Your presentation should:</p> <ul style="list-style-type: none"> Be professionally structured (10–15 minutes) Include visual mock-ups or examples of content Demonstrate team collaboration and clear role allocation <p>Academic rigour is expected throughout. Your presentation must be underpinned by relevant theory and current industry practices, demonstrating strategic justification, critical thinking, and appropriate referencing where applicable.</p>	

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>