

Undergraduate Diploma in Digital Marketing: Intake June 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: 08 May 2026 Presentation Delivery: 05 June 2026 Assignment Deadline: 02 July 2026	
Research Question: <p>How can a content marketing strategy that combines brand storytelling and digital channels be designed to build brand trust and strengthen customer relationships for a Maltese Foodbrand targeting millennials and Gen Z?</p> <p>Design a content marketing strategy focused on building brand trust and loyalty through storytelling and digital channels. Create or select a fictional Maltese Food brand and develop a strategic plan to engage millennials and Gen Z audiences using creative and authentic content.</p> <p>As part of your work, you must write a formal business email addressed to a potential stakeholder or client in which you:</p> <ol style="list-style-type: none"> 1. introduce your fictitious business 2. briefly summarise your Business and Marketing Plan 3. indicate that the full Business and Marketing Plan is attached hypothetically 4. use appropriate professional tone, structure, and language <p style="text-align: center;">This email should be included as an appendix and clearly labelled.</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. <p>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).</p>	

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