

Undergraduate Diploma in Business Administration: Intake May 2025 to April 2026

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Marketing Research</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 16 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 Marketing Research.</p> <p>Note This assessment provides students with an opportunity to explain the different aspects of data Marketing Research.</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>Sustainability Marketing and Digital Engagement – Research and Analysis of Veja (France)</p> <p>Task: As a marketing research team, your objective is to analyse how Veja uses sustainability as a core element of its marketing strategy to build customer engagement and brand value. Evaluate how Veja communicates its ethical sourcing, transparency, and environmental practices through digital channels such as social media, storytelling, and brand communication. Compare Veja's approach with that of a competing fashion or footwear brand operating in a European market. Based on your research and analysis, develop and present a clear Unique Selling Proposition (USP) that reflects Veja's competitive advantage in the sustainable fashion industry.</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>