

## Undergraduate Diploma in Digital Marketing Intakes June 2026 to May 2026

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| <b>Assessment Task:</b> Written assignment based on chosen questions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                      |
| <b>Module:</b> Corporate Digital Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Tuition Centre:</b> 21 Academy<br><b>Licence Number:</b> 2018-017 |
| <b>Level:</b> Award MQF Level 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Student Name:</b>                                                 |
| <b>Date:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Student Number:</b>                                               |
| <b>Assignment Deadline:</b> 02 July 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                      |
| <p><b>Task</b><br/>         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 Corporate Digital Marketing.</p> <p><b>Note</b><br/>         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 Corporate Digital Marketing</p> <p><b>Note</b><br/> <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 <a href="#">Assignment Guidelines</a> made available in the course resource centre.</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                      |
| <p><b>Choose 1 question from the following:</b></p> <p><input type="checkbox"/> <b>Question 1:</b><br/>         A technology company is launching a new business service aimed at organisations in Malta. Develop a corporate communication plan that demonstrates how communication can be tailored to different audience segments.<br/>         Your assignment should:</p> <ul style="list-style-type: none"> <li>• Identify and justify at least three audience segments.</li> <li>• Develop audience profiles.</li> <li>• Create communication objectives for each audience.</li> <li>• Design key messages for each segment.</li> <li>• Justify the selection of digital communication channels.</li> </ul> <p>Academic rigour is expected throughout. Your work must be supported by relevant theory and current industry practices, with appropriate referencing.</p> <p><input type="checkbox"/> <b>Question 2:</b><br/>         Select a real organisation and develop a digital corporate communication campaign designed to support a specific business objective.<br/>         Your assignment should:</p> <ul style="list-style-type: none"> <li>• Apply a SWOT analysis.</li> <li>• Apply a PESTLE analysis.</li> <li>• Develop communication objectives.</li> <li>• Design a digital communication strategy.</li> <li>• Establish relevant KPIs.</li> <li>• Justify how the proposed strategy supports organisational goals.</li> </ul> <p>Academic rigour is expected throughout. Your work must be supported by relevant theory and current industry practices, with appropriate referencing.</p> <p><input type="checkbox"/> <b>Question 3:</b><br/>         Select a company that actively promotes Corporate Social Responsibility (CSR) initiatives. Evaluate how the organisation uses digital communication channels to promote its CSR activities and assess the impact of these initiatives on corporate reputation.</p> |                                                                      |

Your assignment should:

- Explain the organisation's CSR activities.
- Analyse how CSR messages are communicated digitally.
- Assess stakeholder responses to these initiatives.
- Evaluate the effectiveness of the communication strategy.
- Recommend improvements supported by academic literature.

Academic rigour is expected throughout. Your work must be supported by relevant theory and current industry practices, with 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>