Undergraduate Diploma in Digital Marketing: Intake June 2025 to May 2026

<table>
<tr><td colspan="2">Assessment Task: One (1) Group presentation based on the question below</td></tr>
<tr><td>Module: Corporate Digital Marketing</td><td>Tuition Centre: 21 Academy
License Number: 2018-017</td></tr>
<tr><td>Level: Award MQF Level 5</td><td>Date:</td></tr>
<tr><td>Student Names:</td><td>Student Numbers: (same line)</td></tr>
<tr><td colspan="2">Presentation Date: 25 June 2026</td></tr>
<tr><td colspan="2">Task
The purpose of this assessment is to develop an understanding of what was learnt during the module in particular with respect to Corporate Digital Marketing.
Note
This assessment provides students with an opportunity to explain the different aspects of Corporate Digital Marketing.
Note
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.

Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.
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.</td></tr>
<tr><td colspan="2">Question: Digital Corporate Marketing Cycle 3
Working as a corporate communications team, develop an integrated digital communication campaign for a new product, service or organisation.
Your presentation should:
• Analyse the target audience.
• Develop communication objectives.
• Create a LinkedIn communication strategy.
• Develop an email marketing strategy.
• Establish KPIs to measure success.
• Justify how the campaign supports broader business objectives.
Academic rigour is expected throughout. Your work must be supported by relevant theory and current industry practices, with appropriate referencing.</td></tr>
<tr><td></td><td></td></tr>
<tr><td colspan="2">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</td></tr>
<tr><td>Mark:</td><td>Student (first in list above) Signature: <main assessor></td></tr>
<tr><td>Date</td><td>Signature: <quality assurance></td></tr>
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