

Undergraduate Diploma in Business Administration: Intake September 2025

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Marketing And Research</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 31 July 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 and Research.</p> <p>Note This assessment provides students with an opportunity to explain the different aspects of Marketing and 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>Question: Developing a Digital Marketing Strategy and Unique Selling Proposition (USP) – Research and Academic Work on Tony's Chocolonely (Netherlands)</p> <p>Tony's Chocolonely is a fast-growing chocolate brand recognised for its commitment to ethical sourcing, fair trade, and ending exploitation in the cocoa industry. As consumer expectations continue to evolve, the company is seeking innovative ways to strengthen its digital presence and increase brand awareness among Generation Z consumers.</p> <p>Your team has been appointed as a marketing consultancy to develop a digital marketing strategy that will help Tony's Chocolonely increase customer engagement and strengthen its competitive position.</p> <p>Working in groups, conduct market research and develop a presentation that critically evaluates Tony's Chocolonely's current digital marketing strategy and proposes improvements.</p> <p>Your presentation should:</p> <ul style="list-style-type: none"> • Introduce Tony's Chocolonely and its current market position. 	

- Analyse the company's target audience and digital consumer behaviour.
- Evaluate the company's digital marketing activities across its website, social media platforms, email marketing, and content marketing.
- Compare Tony's Chocolonely with one major competitor operating in the ethical chocolate or confectionery market.
- Apply SWOT Analysis to evaluate the company's digital marketing strengths and weaknesses.
- Apply the 7Ps Marketing Mix to recommend improvements to its marketing strategy.
- Develop a clear Unique Selling Proposition (USP) based on your research and explain how it differentiates Tony's Chocolonely from competitors.
- Recommend a digital marketing campaign to increase brand awareness and customer engagement among Generation Z.
- Support all recommendations with academic literature, market research, and industry evidence.

You will be expected to give attention to the following:

- Company overview and current market position.
- Target market and consumer behaviour.
- Digital marketing analysis.
- Competitor comparison.
- SWOT Analysis.
- Application of the 7Ps Marketing Mix.
- Development of a Unique Selling Proposition (USP).
- Creative digital marketing campaign proposal.
- Evidence-based recommendations.

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>