Undergraduate Diploma in Digital Marketing: Intake September 2026

Assessment Task: Research project based the question below	
Module: *Research Project*	**Tuition Centre:** 21 Academy **Licence Number:** 2018-017
Level: MQF Level 5	**Student Name:**
Date:	**Student Number:**

Project Proposal: 31 July 2026

Presentation Delivery: 04 September 2026

Assignment Deadline: 01 October 2026

Research Question:

Imagine you have been commissioned to develop the digital marketing strategy for a fictitious company. Based on academic research and industry best practice, design and justify a digital marketing and Customer Relationship Management (CRM) strategy that will help the business attract, engage and retain customers. Your strategy should demonstrate the application of relevant digital marketing theories, frameworks and performance measures.

You must write a formal business email addressed to a potential stakeholder or client in which you:

- introduce your fictitious business
- briefly summarise your Business and Marketing Plan
- indicate that the full Business and Marketing Plan is attached hypothetically
- use appropriate professional tone, structure, and language

This email should be included as an appendix and clearly labelled.

The research project must demonstrate academic rigour through systematic research, application of relevant digital marketing theories and frameworks, analytical discussion, and the use of properly referenced scholarly and industry sources

Important Notes

The expected format:

- Cover Page
- Contents Page
- Your research, data and analysis on Digital Marketing Strategies
- Reference List
- Appendices

Assignment Document Format:

- 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.

Word Count and Appendices:

- 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.

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).

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	