

Undergraduate Diploma in Digital Marketing: Intake November 2025

Assessment Task: Research project based the question below	
Module: <i>Research Project</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: MQF Level 5	Student Name:
Date:	Student Number:
Project Proposal: 18 September 2026 Presentation Delivery: 15 October 2026 Assignment Deadline: 12 November 2026	
<p>Critically analyse the digital marketing performance of a real business or organisation and develop an evidence-based strategy to improve its online presence, customer engagement and measurable business results.</p> <p>Evaluate the organisation's current digital marketing activities, identifying key strengths, weaknesses and opportunities. The analysis should consider relevant areas such as target audiences, customer journey, website and UX, SEO, content and social media, digital advertising, CRM/email marketing, analytics, KPIs and data privacy.</p> <p>Based on this analysis, propose a realistic digital marketing improvement strategy, supported by relevant academic literature and appropriate digital marketing theories or models. Recommendations should include practical examples of proposed digital activity and clearly defined objectives, KPIs and methods for measuring performance.</p> <p>As part of your work, you must write a formal business email addressed to a potential stakeholder or client in which you:</p> <ul style="list-style-type: none"> • introduce your 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 <p>This email should be included as an appendix and clearly labelled.</p> <p>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.</p>	

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