

Undergraduate Diploma in Digital Marketing: Intakes November 2025 to September 2026

Assessment Task: Written assignment based on chosen questions	
Module: <i>Marketing And Research</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 12 November 2026	
<p>Task</p> <p>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 marketing research.</p> <p>Note</p> <p>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 marketing research for business.</p> <p>Note</p> <p><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 Assignment Guidelines made available in the course resource centre.</i></p>	
<p>Choose 1 question from the following:</p> <div style="margin-bottom: 10px;"> ☐ Question 1: Omnichannel Retail and Customer Experience The Case of Lululemon in Italy: Lululemon has developed an international position in premium activewear through its products, physical stores, e-commerce channels and community-focused marketing activities. Critically evaluate Lululemon's opportunities for developing an omnichannel retail and customer-experience strategy in Italy. Analyse local activewear trends, consumer expectations and competitors. Recommend how the brand should integrate stores, digital channels, community events and personalised services to support growth. You will be expected to give attention to the following: <ul style="list-style-type: none"> A background statement outlining Italy's activewear and sportswear market Consumer segmentation and target-market analysis Evaluation of Lululemon's customer value proposition SWOT analysis and competitor comparison Development of an omnichannel customer journey Application of the 7Ps Marketing Mix Recommendations covering stores, e-commerce, community activities and customer loyalty Appropriate performance measures for evaluating the proposed strategy </div> <div> ☐ Question 2: International Market Entry and Brand Localisation The Case of Jollibee in France: Jollibee is a Philippine quick-service restaurant brand with a distinctive menu, accessible pricing and a strong presence in several international markets. Develop a strategic market-entry and brand-localisation plan for Jollibee in France. Conduct market research into French eating habits, fast-food trends, regional differences and competitor offerings. Recommend an appropriate entry mode and explain how Jollibee should adapt its menu, prices, communications, locations and service experience. </div>	

You will be expected to give attention to the following:

- A background statement outlining the French quick-service restaurant market
- Analysis of consumer behaviour and food-service trends ☐ PESTEL analysis of the French market
- SWOT analysis and Porter's Five Forces
- Evaluation of franchising, joint venture and direct-investment options
- Application of the 7Ps Marketing Mix ☐
- Competitor comparison
- Evidence-based recommendations for market entry and localisation



Question 3 Digital Customer Experience and Loyalty Strategy

The Case of Samsung in Germany: Samsung operates in a highly competitive consumer-electronics market in which digital experience, product ecosystems, after-sales service and customer loyalty are important sources of differentiation. Conduct a critical analysis of Samsung's customer experience and loyalty strategy in Germany. Evaluate how Samsung uses its website, mobile applications, customer-support channels, product ecosystem and personalised communications to strengthen customer satisfaction and retention. Compare Samsung's approach with a relevant competitor and provide evidence-based recommendations for improvement. You will be expected to give attention to the following:

- A background statement outlining Germany's consumer-electronics market
- Analysis of Samsung's target customers and customer value proposition
- Evaluation of its digital customer journey and engagement channels
- Assessment of its customer-service and loyalty initiatives
- Comparison with a relevant competitor
- Application of appropriate marketing and customer-experience theories
- Evidence-based recommendations for strengthening customer relationships

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>