

Undergraduate Diploma in Digital Marketing Intakes November 2025 to September 2026

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: 05 November 2026	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular about marketing strategy.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant tools and practices in relation to what they learned in the module.</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>Sustainable Marketing and Brand Trust: The Case of Uniqlo in Singapore</p> <p>As a marketing management and research team, examine how Uniqlo communicates sustainability, product quality and innovation to consumers in Singapore. Evaluate whether its sustainability messages are sufficiently clear, credible and relevant to local consumers. Compare Uniqlo's strategy with that of a key fashion competitor operating in Singapore and recommend how Uniqlo could strengthen brand trust and customer engagement.</p> <p>You will be expected to give attention to the following:</p> <ul style="list-style-type: none"> • A background statement outlining Singapore's fashion-retail market • Evaluation of Uniqlo's sustainability positioning • Analysis of its product and marketing communications • Assessment of consumer expectations and brand trust • Comparison with a relevant competitor • Recommendations for improving transparency, credibility and engagement 	
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>