

## Undergraduate Diploma in Digital Marketing: Intake October 2023

<b>Assessment Task:</b> Written assignment based on chosen questions	
<b>Module:</b> <i>Marketing &amp; Research</i>	<b>Tuition Centre:</b> 21 Academy <b>Licence Number:</b> 2018-017
<b>Level:</b> Award MQF Level 5	<b>Student Name:</b>
<b>Date:</b>	<b>Student Number:</b>
<b>Assignment Deadline:</b> 7 December 2023	
<p><b>Task</b></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 Marketing and Research.</p> <p><b>Note</b></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 Marketing and Research process.</p> <p><b>Note</b></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.</i></p>	
<p><b>Choose 1 question from the following:</b></p> <p><b>Question 1:</b></p> <p>In the ever-evolving landscape of digital marketing, crafting effective and innovative campaigns is paramount. This assignment aims to assess your ability to develop a comprehensive digital marketing campaign strategy for existing or a fictitious company.</p> <ul style="list-style-type: none"> <li>• Choose a product or service and create a fictitious company that offers it. Describe the company's mission, target audience, and market positioning.</li> <li>• Conduct a market analysis for the product/or company. Identify the current market trends, competitors, and opportunities. Use relevant research and data to support your analysis.</li> <li>• Define specific, measurable, and time-bound objectives for the digital marketing campaign. These objectives should align with the company's overall goals and the findings from your market analysis.</li> <li>• Develop a strategic approach for your digital marketing campaign. This should include selecting appropriate digital marketing channels (e.g., social media, email marketing, SEO, PPC) and justifying your choices based on the target audience and objectives.</li> <li>• Create creative concepts for your campaign, including messaging, visuals, and ad copy. Explain how these concepts align with the company's brand and appeal to the target audience.</li> </ul> <p><b>Question 2:</b></p> <p>Nando's is a South African multinational fast casual chain that specialises in Afro-Portuguese cuisine. Conduct competitive analysis by applying Porter's Five Forces. How has the company expanded its product portfolio and market reach over time? What would you recommend to expanding the market audience and why? You will be expected to give attention to the following.</p>	

- A background statement to outline the industry, market positioning as well as the present unique selling proposition USP.
- A comprehensive competitor analysis both for the company as well as a product of the company.

**Question 3:**

Choose an industry, organisation, and market scenario of your preference that hasn't been discussed in any of the module sessions. Perform a thorough analysis of its marketing mix utilising the 7Ps framework. What is the company's marketing strategy? Additionally, how does digital marketing play a role in its strategy? What improvements would you recommend, and why?

You will be expected to:

- Provide a background statement to outline the industry, conduct a thorough 7Ps framework analysis, articulate the marketing strategy, and provide well-justified recommendations, showcasing critical thinking and creativity within the context of the chosen market. The emphasis is on clarity, digital marketing integration, and the demonstration of understanding key course concepts.

<b>Pass Mark - 50% of all assessment methods</b>	<b>Total Assignment Weighting - 55%</b>
<b>By submitting I confirm that this assessment is my own work</b>	
<b>Mark:</b>	<b>Signature: &lt;main assessor&gt;</b>
<b>Date</b>	<b>Signature: &lt;quality assurance&gt;</b>