Undergraduate Diploma in Digital Marketing
Intake October 2023

Assessment Task: One (1) Group presentation based on the question below	
Module: *Marketing and Research*	**Tuition Centre:** 21 Academy **License Number:** 2018-017
Level: Award MQF Level 5	**Date:**
Student Names:	**Student Numbers: (same line)**
Presentation Date: 2 December 2023	

Task

The purpose of this assessment is to develop an understanding of what was learnt during the module in particular about marketing strategy.

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.

Note

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.

Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.

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.

Provide an overview of The North Face's CRM strategy. How does The North Face use technology to support its CRM efforts? Research customer loyalty program - what rewards and incentives does the program offer, and how has it contributed to the company's success in the USA market? Compare and contrast The North Face CRM strategy with those of its competitors in the US market? What advantages or disadvantages does The North Face's approach offer compared to others in the market?

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>*