

Undergraduate Diploma in Digital Marketing Intake October 2023 & January 2024

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Digital Marketing Basics</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 7 February 2024	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular about digital marketing principles and the ability to work as a team to develop a cohesive and effective digital marketing plan.</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>Imagine you are a marketing team for a new innovative tech gadget. Choose your gadget from this link: https://www.youtube.com/watch?v=xgQ2QNzKEMg .</p> <p>Your task is to create a comprehensive digital marketing strategy for the product launch. Work together as a group to address the following key points:</p> <ol style="list-style-type: none"> 1. Target Audience: Identify and define your target audience. Consider demographics, psychographics, and any other relevant factors. 2. Unique Selling Proposition (USP): Clearly articulate the unique features and benefits of the gadget that set it apart from competitors. 	

3. Marketing Channels: Develop a multichannel marketing approach. Discuss which online and offline channels you would use to reach your target audience (e.g., social media, influencers, traditional advertising, events).

4. Budget Allocation: Allocate a hypothetical budget for the marketing campaign. Justify your budget allocation based on the chosen channels and expected ROI.

5. Timeline: Create a timeline outlining the key milestones leading up to the product launch. Include pre-launch, launch day, and post-launch activities.

6. Promotional Tactics: Outline specific promotional tactics you would employ, such as contests, giveaways, or partnerships, to create buzz around the product.

7. Measurement Metrics: Define the key performance indicators (KPIs) you will use to evaluate the marketing campaign's success. Discuss how you will track and analyse these metrics.

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>