

## Undergraduate Diploma in Digital Marketing: Intake January 2024

<b>Assessment Task:</b> Written assignment based on chosen questions	
<b>Module:</b> <i>Digital Marketing Basics</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> 15 February 2024	
<p><b>Task</b> The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of Digital Marketing Basics.</p> <p><b>Note</b> 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. It's important to show a comprehensive understanding of the subject, including theoretical knowledge and practical application. Think critically and apply your knowledge creatively.</p> <p><b>Note</b> <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. Make sure to go through the <a href="#">Assignment Guidelines</a> made available in the course resource centre.</i></p>	
<b>Choose one question from the following:</b>	
<p><b>Question 1:</b> Develop a comprehensive digital marketing strategy for a new eco-friendly clothing brand that aims to reach young adults aged 18-25. In your strategy, include specific goals, identify the primary digital channels you would use, and outline the key messaging. Also, discuss how you would measure the effectiveness of your campaign.</p> <p><b>Question 2:</b> A small, locally owned restaurant that currently has minimal online presence needs your help. Give them your advice on how to improve their SEO (Search Engine Optimization). Suggest to them a content marketing plan to enhance their online visibility. Your plan should include keyword research, content creation ideas, and a basic link-building strategy. Explain how each element of your plan will improve the business's search engine ranking and attract its target audience.</p> <p><b>Question 3:</b> A company in the health and wellness sector is looking to increase its engagement on social media. What advice will you give them to help them reach their social media marketing goals? Include post ideas, the type</p>	

of content, and the rationale behind your choices. Additionally, suggest at least two methods the company could use to measure and analyse the engagement with the content.

**Pass Mark - 50% of all assessment methods**

**Total Assignment Weighting - 55%**

**By submitting I confirm that this assessment is my own work**

**Mark:**

**Signature:** <main assessor>

**Date**

**Signature:** <quality assurance>