

Undergraduate Diploma in Digital Marketing Intake October 2023

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Basics of Search Engine Optimization & Content Creation in CRM</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 23 March 2024	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular about Search Engine Optimization & Content Creation in CRM 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>Select an e-commerce brand that employs a mobile-first design strategy. Analyse how the brand's mobile-first approach impacts user experience (UX), conversion rates, and overall business performance. The analysis should include examples of the mobile website's design elements, loading speed, and navigation efficiency. Groups should also discuss the implications of mobile-first design on the brand's SEO and social media marketing strategies.</p>	
<p>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</p>	
Mark:	Student (first in list above) Signature: <main assessor>
Date	Signature: <quality assurance>