

Undergraduate Diploma in Digital Marketing: Intake October 2023

Assessment Task: Written assignment based on chosen questions	
Module: <i>Social Media Marketing and Digital Advertising</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 27 June 2024	
<p>Task The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of Social Media Marketing and Digital Advertising.</p> <p>Note 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 Social Media Marketing and Digital Advertising.</p> <p>Note <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. You are expected to use the Harvard referencing style. Make sure to go through the Assignment Guidelines made available in the course resource centre.</i></p>	
<p>Choose 1 question from the following:</p> <p>Question 1: Identify and analyse the methodologies used for understanding and segmenting target audiences in social media marketing. Your analysis should include the tools and techniques used to gather and analyse data for audience segmentation. Provide examples of how these tools can be applied in a real-world marketing scenario. Use case studies or real-world examples to illustrate each type of segmentation. Cite multiple sources, such as academic journals, marketing blogs, and industry reports, to support your analysis.</p> <p>Question 2: Choose a successful hashtag campaign run by a well-known brand. Analyse the campaign by describing the campaign's objectives and the specific hashtag used. Discuss the strategy the brand employed to promote the hashtag and engage users. Finally, suggest improvements or alternative strategies that could have been implemented to enhance the campaign's effectiveness. Cite multiple sources, such as academic journals, marketing blogs, and industry reports, to support your analysis.</p> <p>Question 3: Imagine you are the social media manager for a new e-commerce store specialising in eco-friendly products. Develop a comprehensive social media content strategy for the next three months. Your strategy should include Content Themes, Platform Selection, Content Calendar and Engagement Tactics. Explain how you will measure the success of your content strategy and what metrics you will track. Discuss how you will use this data to optimise future content. Include visual elements such as a content calendar template. Provide examples from other brands or case studies to support your strategy.</p>	
Pass Mark - 50%	Total Assignment Weighting - 55%
By submitting I confirm that this assessment is my own work	

Mark:	Signature: < <i>main assessor</i> >
Date	Signature: < <i>quality assurance</i> >