

## Undergraduate Diploma in Digital Marketing: Intake October 2024

<b>Assessment Task:</b> Research project based the question below	
<b>Module:</b> <i>Research Project</i>	<b>Tuition Centre:</b> 21 Academy <b>Licence Number:</b> 2018-017
<b>Level:</b> MQF Level 5	<b>Student Name:</b>
<b>Date:</b>	<b>Student Number:</b>
<b>Assignment Deadline:</b> 12 September 2024	
<p><b>Research Question:</b></p> <p>Develop a comprehensive digital marketing strategy for a chosen company or brand, integrating theoretical knowledge with practical applications. Your strategy should demonstrate an understanding of basic marketing principles and include detailed plans and analyses to support the company's digital marketing efforts.</p> <p>Submit an overview of the chosen company or brand for approval XX weeks from this notice.</p> <p>Your research project must include a relevant literature review on digital marketing principles and situational analysis. Develop your detailed digital marketing plan for the chosen company by including strategies for various digital channels. You are expected to explain the importance of website optimisation and SEO by providing specific SEO techniques and strategies to enhance the company's online presence. Create a sample Google AdWords campaign, including keyword selection, ad copy, and budget allocation and discuss the benefits of Google AdWords campaigns. Outline a social media plan, specifying the platforms, content types, posting frequency, and engagement strategies. Create sample digital marketing content tailored to the defined target groups. Include screenshots and/or links for supplementary materials (e.g., data analysis, scheduled posts).</p> <p>Discuss key metrics and KPIs to track. Explain how to use Google Analytics to measure the effectiveness of your digital marketing strategy. In doing so, always assess the legal aspects of processing personal data for marketing purposes and ensure compliance with relevant data protection regulations (e.g., GDPR).</p>	
<p><b>Important Notes</b></p> <p>The expected format:</p> <ul style="list-style-type: none"> <li>➤ Cover Page</li> <li>➤ Contents Page</li> <li>➤ Digital Marketing Strategy</li> <li>➤ Reference List</li> <li>➤ Appendices</li> </ul> <p>Assignment Document Format:</p> <ul style="list-style-type: none"> <li>• Your assignment document should be structured using appropriate headings and subheadings.</li> <li>• Use a professional and consistent formatting style throughout the document. <ul style="list-style-type: none"> <li>• Text - Times New Roman, Size 12, 1.5 line spacing</li> </ul> </li> <li>• Ensure proper citation and referencing of any external sources used in your research - Harvard Style must be used.</li> </ul> <p>Word Count and Appendices:</p> <ul style="list-style-type: none"> <li>• The main body of your assignment should be approximately 7,000 words, excluding appendices.</li> <li>• Appendices can include supporting documents such as market research data, screen shots, and any additional materials that support your strategy.</li> </ul>	
<b>Pass Mark - 50%</b>	<b>Total Project Weighting - 100%</b>
<b>By submitting I confirm that this assessment is my own work</b>	

