

## Undergraduate Diploma in Digital Marketing: Intake July 2024

<b>Assessment Task:</b> Written assignment based on chosen questions	
<b>Module:</b> <i>Corporate Digital Marketing</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> 26 September 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 Corporate Digital Marketing.</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 Corporate Digital Marketing.</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. 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>	
<p><b>Choose 1 question from the following:</b></p> <p><b>Question 1:</b> Analyse the digital customer journey for a B2C (Business to Consumer) company of your choice. Map out the key touchpoints across various digital channels. Discuss how the company can enhance customer experience at each stage of the journey to improve conversion rates and customer retention. Cite the appropriate communications theories to sustain your arguments.</p> <p><b>Question 2:</b> Examine the role of social media analytics in corporate digital marketing. Choose a well-known brand and analyse its social media performance using metrics such as engagement rates, reach, and audience demographics. Based on your analysis, provide recommendations for improving the brand's social media strategy."</p> <p><b>Question 3:</b> Examine how digital marketing channels can be leveraged to enhance corporate communication strategies. Select a corporation that has effectively used digital platforms to manage its brand reputation and communicate with stakeholders. Analyse the impact of these digital communication efforts on the company's public image and stakeholder relationships. What challenges might the company face in maintaining effective corporate communication in a rapidly evolving digital landscape? Cite the appropriate communications theories to sustain your arguments.</p>	
<b>Pass Mark - 50%</b>	<b>Total Assignment Weighting - 55%</b>
<b>By submitting I confirm that this assessment is my own work</b>	
<b>Mark:</b>	<b>Signature:</b> <main assessor>
<b>Date</b>	<b>Signature:</b> <quality assurance>