

## Undergraduate Diploma in Digital Marketing: Intake February 2024

<b>Assessment Task:</b> One (1) Group presentation based on the question below	
<b>Module:</b> <i>Corporate Digital Marketing</i>	<b>Tuition Centre:</b> 21 Academy <b>License Number:</b> 2018-017
<b>Level:</b> Award MQF Level 5	<b>Date:</b>
<b>Student Names:</b>	<b>Student Numbers: (same line)</b>
<b>Presentation Date:</b> 17 September 2024	
<p><b>Task</b> The purpose of this assessment is to develop an understanding of what was learnt during the module in particular with respect to Corporate Digital Marketing.</p> <p><b>Note</b> This assessment provides students with an opportunity to explain the different aspects of Corporate Digital Marketing.</p> <p><b>Note</b> <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>How do digital marketing strategies influence corporate branding across different industries, and what best practices can be derived from successful case studies to enhance brand equity in the digital age?</p> <p>Explore the impact of digital marketing on corporate branding, compare strategies across various industries, and identify best practices that companies can adopt to strengthen their brand presence online.</p>	
<p><b>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</b></p>	
<b>Mark:</b>	<b>Student (first in list above) Signature:</b> <main assessor>
<b>Date</b>	<b>Signature:</b> <quality assurance>