

Undergraduate Diploma in Digital Marketing: Intake January to October 2024

Assessment Task: Written assignment based on chosen questions	
Module: <i>Marketing & Research</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 14 November 2024	
<p>Task</p> <p>The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the Marketing and Research.</p> <p>Note</p> <p>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 the Marketing and Research process.</p> <p>Note</p> <p>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.</p>	
<p>Choose 1 question from the following:</p> <p>Question 1:</p> <p>Assess the impact of influencer marketing on the success of a digital campaign for a brand of your choice which has not been used or mentioned during any of the module's sessions. How did the brand select influencers to represent its products or services, and what metrics were used to measure the campaign's effectiveness. In your analysis, discuss both the advantages and potential challenges for a selected brand of using influencers in digital marketing. What other digital tools would you recommend reaching broader audience and why?</p> <p>You will be expected to give attention to the following.</p> <ul style="list-style-type: none"> - A background statement to outline the industry and brand strategy - Explain the strategic use of influencers in digital campaigns and the related metrics for success. - Recommendations to reach out broader audience. <p>Question 2:</p> <p>Compare and contrast Stern's Model of Marketing Communication and Porter's Generic Strategy model in the context of entering a global market. How do these frameworks complement each other in building a successful global marketing strategy? Use examples from a global company of your choice which has not been used or mentioned during any of the module's sessions to illustrate how marketing communication and strategic positioning can work together for market success. What would you recommend for differentiation strategy?</p>	

You will be expected to give attention to the following.

- A comprehensive competitor analysis both for the company as well as a chosen product of the company
- How Stern's Model was used to communicate the brand's message effectively using digital platforms.
- How the company's global market entry strategy (based on Porter's model) was supported by this communication.

Question 3:

Choose a company in an industry of your choice and draft its marketing plan with the following sections:

- A company overview including the business environment in which the company operates.
- A Marketing audit including the internal and external environment
- A competitor analysis covering the main competitors of the company. This may include both direct and indirect competitors. It is important to include what distinguishes one company from the other and highlight both the strengths and weaknesses of the respective companies.
- Identify a gap in market that is currently not catered for and create a new product/service to address this gap.
- Create an STP (segmentation, targeting and positioning) strategy to position this new product/service.
- Compile a marketing mix (4Ps) for this new product/service.

You will be expected to give attention to the following. - A background statement to outline the industry, market positioning as well as the present unique selling proposition - A comprehensive competitor analysis both for the company as well as a chosen product of the company

Pass Mark - 50% of all assessment methods

Total Assignment Weighting - 55%

By submitting I confirm that this assessment is my own work

Mark:

Signature: <main assessor>

Date

Signature: <quality assurance>