

Undergraduate Diploma in Digital Marketing: Intake February to November 2024

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| Assessment Task: Written assignment based on chosen questions | |
| Module: <i>Digital Marketing Basics</i> | Tuition Centre: 21 Academy Licence Number: 2018-017 |
| Level: Award MQF Level 5 | Student Name: |
| Date: | Student Number: |
| Assignment Deadline: 26 December 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 Digital Marketing.</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 Digital Marketing.</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 style="margin-left: 40px;">Question 1:</p> <p>Develop a digital marketing plan for a new virtual reality (VR) gaming service targeting professionals aged 30-45. VR gaming uses specialised equipment and software to create a simulated environment that users can interact with in a highly engaging and realistic way.</p> <p>In your plan, identify the key challenges in marketing to this demographic and propose solutions. Include strategies for creating awareness, generating interest, and converting leads into customers. Explain how you would measure the success of this campaign.</p> <p style="margin-left: 40px;">Question 2:</p> <p>Propose an email marketing strategy for a subscription-based meal kit service aimed at environmentally conscious families. A subscription-based meal kit service is a business model where customers receive pre-portioned ingredients and recipes for preparing meals at home, delivered to their doorstep on a recurring basis (e.g., weekly or monthly).</p> <p>Describe how you would personalise the emails, manage segmentation, and incorporate calls-to-action to boost subscriptions. Discuss the role of data analytics in improving the email campaigns and how you would evaluate their effectiveness.</p> <p style="margin-left: 40px;">Question 3:</p> <p>Design a content marketing strategy for a travel blog specialising in off-the-beaten-path destinations. Off-the-beaten-path destinations refer to places that are less commonly visited by tourists. These locations often offer unique, authentic, and culturally rich experiences that differ from the typical mainstream tourist hotspots.</p> | |

Include ideas for blog posts, social media content, and videos. Explain how you would optimise the content for SEO and promote it across different platforms. Discuss at least two tools or platforms you would use to track the performance of your strategy

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>