

Undergraduate Diploma in Digital Marketing Intakes February to November 2024

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Digital Marketing Basics</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 21 December 2024	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular about marketing strategy.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant tools and practices in relation to what they learned in the module.</p> <p>Note <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>Imagine your group has been hired as digital marketing consultants for a start-up focusing on sustainable fashion.</p> <p>Your task is to create a sustainability-driven digital marketing strategy for the brand's upcoming campaign. Work collaboratively to address the following points:</p> <ol style="list-style-type: none"> 1. Brand Identity: Define the core values and messaging of the start-up, emphasising its sustainability aspects. How will these align with current consumer trends? 2. Audience Segmentation: Identify your target audience based on environmental consciousness, spending habits, and preferred shopping channels. 3. Content Strategy: Develop a content calendar that includes innovative ways to engage your audience (e.g., educational posts, interactive content, or user-generated campaigns). 4. Digital Platforms: Select and justify the digital platforms best suited for promoting the brand, with an emphasis on sustainability-focused outreach. 5. Partnerships and Collaborations: Suggest partnerships with influencers, NGOs, or other organisations that align with the brand's mission. 6. Budget Management: Design a hypothetical budget that prioritises cost-effective strategies 	

while maximising impact.

7. **Impact Measurement:** Define the KPIs that will measure the campaign's success in driving brand awareness and fostering customer engagement.

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

Mark:

Student (first in list above) **Signature:** <main assessor>

Date

Signature: <quality assurance>