

Undergraduate Diploma in Digital Marketing: Intake April 2024

Assessment Task: Research project based the question below	
Module: <i>Research Project</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: MQF Level 5	Student Name:
Date:	Student Number:
<p>Project Proposal: 14 February 2025</p> <p>Presentation Delivery: 3 March 2025</p> <p>Assignment Deadline: 3 April 2025</p>	
<p>Research Question:</p> <p>How do digital marketing strategies differ across industries, and what role does consumer behaviour play in shaping these strategies? Research and analyse how digital marketing strategies vary between at least two industries (e.g., fashion, technology, healthcare, or tourism). Identify the unique aspects of these industries that influence their marketing approaches, such as target audience, product type, or market trends. Additionally, examine the impact of consumer behaviour on the formulation and success of these strategies. Investigate specific digital marketing tools and platforms used in these industries (e.g., social media, email marketing, SEO, or PPC).</p> <p>Gather data from reliable sources, such as academic journals, reputable websites, industry reports, and case studies. Provide critical analysis rather than just descriptive information. Use examples to illustrate your points, referencing real campaigns or strategies where possible.</p> <p>Follow the required academic formatting style. Cite all references properly and include a bibliography. Avoid plagiarism by paraphrasing appropriately and giving credit to original sources. Prioritise reliable and credible references, such as peer-reviewed articles, books, and trustworthy online resources. Avoid using unverified blogs or sources.</p> <p>Note: Before starting the project, you are required to submit a project proposal outlining:</p> <ul style="list-style-type: none"> • The industries you plan to analyse. • The key aspects you aim to investigate. • The sources and methodology you intend to use. <p>The proposal must be approved before proceeding with the full project.</p>	
<p>Important Notes</p> <p>The expected format:</p> <ul style="list-style-type: none"> ➤ Cover Page ➤ Contents Page ➤ Your research, data and analysis on Digital Marketing Strategies ➤ Reference List ➤ Appendices <p>Assignment Document Format:</p> <ul style="list-style-type: none"> • Your assignment document should be structured using appropriate headings and subheadings. • Use a professional and consistent formatting style throughout the document. <ul style="list-style-type: none"> • Text - Times New Roman, Size 12, 1.5 line spacing • Ensure proper citation and referencing of any external sources used in your research - Harvard Style must be used. <p>Word Count and Appendices:</p>	

- The main body of your assignment should be approximately 7,000 words, excluding appendices.
- Appendices can include supporting documents such as market research data, screen shots, and any additional materials that support your strategy.

Pass Mark - 50% of total weighted score

Researched Project: 80%

Presentation: 20%

Total Project Weighting - 100%

By submitting I confirm that this assessment is my own work