Undergraduate Diploma in Digital Marketing: Intake May 2024 to February 2025

Assessment Task: One (1) Group presentation based on the question below	
Module: *Managing Data and Its Implications*	**Tuition Centre:** 21 Academy **License Number:** 2018-017
Level: Award MQF Level 5	**Date:**
Student Names:	**Student Numbers: (same line)**
Presentation Date: 30 March 2025	

Task
The purpose of this assessment is to develop an understanding of what was learnt during the module in particular with respect to data management within an organisation.

Note
This assessment provides students with an opportunity to explain the different aspects of data management and its implication.

Note
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.

Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.

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.

Title:
Understanding Big Data: Definition, Measurement, Benefits, and Challenges

Key focus areas:
   What defines big data, and how is it quantified? Explore the benefits and limitations of leveraging big data in business and marketing contexts.

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>*