

Undergraduate Diploma in Digital Marketing: Intake May 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:
Project Proposal: 04 April 2025 Presentation Delivery: 28 April 2025 Assignment Deadline: 22 May 2025	
Research Question: <p>Critically analyse the role of digital marketing in shaping consumer behaviour in the modern digital economy. Your analysis should evaluate the effectiveness of digital marketing strategies, referencing academic theories, empirical studies, and case studies. Discuss the ethical and legal considerations in data-driven marketing and assess how emerging trends (e.g., AI, automation, personalisation) are transforming the field. Building on your analysis, design a real-world digital marketing strategy for a business of your choice (real or hypothetical), incorporating academic insights and best practices into a structured campaign plan. Your work should be both research-driven and practically applicable, demonstrating an ability to integrate theory with practice.</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. The proposal must be approved before proceeding with the full project.</p>	
Important Notes <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> <ul style="list-style-type: none"> • The main body of your assignment should be approximately 7,000 words, excluding appendices. 	

<ul style="list-style-type: none"> • 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	