

## Undergraduate Diploma in Digital Marketing Intakes July 2024 to April 2025

<b>Assessment Task:</b> Written assignment based on chosen questions	
<b>Module:</b> Social Media Marketing and Digital Advertising	<b>Tuition Centre:</b> 21 Academy <b>Licence Number:</b> 2018-017
<b>Level:</b> Award MQF Level 5	<b>Student Name:</b>
<b>Date:</b>	<b>Student Number:</b>
<b>Assignment Deadline:</b> 22 May 2025	
<p><b>Task</b>          The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process to Social Media Marketing and Digital Advertising.</p> <p><b>Note</b>          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 the process in Social Media Marketing and Digital Advertising.</p> <p><b>Note</b>  <i>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 <a href="#">Assignment Guidelines</a> made available in the course resource centre.</i></p>	
<p><b>Choose 1 question from the following:</b></p> <p><b>Question 1:</b>          Critically evaluate the ethical considerations and challenges faced by digital marketers when using personal data for targeted advertising on social media platforms. Your discussion should include examples of recent controversies or case studies involving data misuse or breaches of privacy. Suggest best practices for ethically sound digital advertising strategies that maintain user trust while achieving marketing goals. Cite academic journals, industry publications, and relevant legislation or regulatory frameworks.</p> <p><b>Question 2:</b>          Compare and contrast the effectiveness of paid versus organic strategies in social media marketing. Discuss the advantages and limitations of each approach, and assess how combining both can enhance overall digital advertising performance. Provide at least two case studies of brands that successfully integrated paid and organic content to achieve campaign objectives. Include metrics used to evaluate effectiveness.</p> <p><b>Question 3:</b>          Explore the influence of emerging technologies such as artificial intelligence (AI), augmented reality (AR), or chatbots on social media marketing and digital advertising. Select one of these technologies and explain how it is transforming customer engagement and personalisation in digital campaigns. Support your analysis with current examples from companies that are leading in innovative tech-driven social media practices. Discuss future trends and implications for marketers.profilng.</p>	
<b>Pass Mark - 50%</b>	<b>Total Assignment Weighting - 55%</b>
<b>By submitting I confirm that this assessment is my own work</b>	
<b>Mark:</b>	<b>Signature:</b> <main assessor>

<b>Date</b>	<b>Signature: &lt;quality assurance&gt;</b>
-------------	---