

Undergraduate Diploma in Digital Marketing: Intake- July 2024 to April 2025

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Social Media Marketing and Digital Advertising</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 17 May 2025	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular with respect to Social Media Marketing and Digital Advertising within an organisation.</p> <p>Note This assessment provides students with an opportunity to explain the different aspects of Social Media Marketing and Digital Advertising within an organisation.</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>Title:</p> <p>Design a Social Media Crisis Management Plan for a Brand Facing Online Backlash.</p> <p>Imagine you are part of the digital communications team for a well-known brand that has recently experienced a major online backlash due to a controversial advertisement, influencer association, or customer service mishap that went viral on social media.</p> <p>As a group, prepare a 20-minute presentation outlining a Social Media Crisis Management Plan to restore the brand's reputation and rebuild trust with its audience.</p> <p>Your presentation should include:</p>	

Situation Overview

- Provide a brief fictional (or based on a real-world case) description of the crisis scenario.
- Identify the cause of the backlash and its social media impact (e.g. trending hashtags, influencer reactions, public sentiment, loss of followers, etc.).

2. Crisis Response Strategy

- Define the crisis communication goals.
- Identify your target audiences during the crisis.
- Draft example messaging across different platforms (e.g. Instagram, X/Twitter, Facebook, LinkedIn).
- Assign specific roles to your team members (e.g. spokesperson, monitoring lead, engagement manager).

3. Channels and Content

- Explain which social media platforms you will prioritise for communication and why.
- Present sample posts or video scripts that reflect the brand's tone of voice, transparency, and apology or clarification.
- Include visual mock-ups or storyboards if possible.

4. Monitoring & Recovery

- Describe how you will monitor public sentiment and identify when the crisis is de-escalating.

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>