

Undergraduate Diploma in Digital Marketing: Intake July 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: 23 May 2025 Presentation Delivery: 09 June 2025 Assignment Deadline: 03 July 2025	
Research Question: Project Title: Creating a Digital Marketing Strategy for a Maltese Coffee Shop Launching an Online Delivery Service Project Overview: You are tasked with developing a complete digital marketing strategy for a fictional Maltese coffee shop brand that is launching an online delivery service. This project will simulate a real-world campaign from start to finish, requiring you to apply theoretical knowledge, creative thinking, and strategic planning skills. Your strategy must include practical tools such as a situational analysis, SEO planning, Google Ads, social media strategy, sample content, and performance measurement using Google Analytics. Project Objectives: <ul style="list-style-type: none"> Apply digital marketing principles to a realistic business scenario Create a full digital strategy tailored to a specific audience and market Demonstrate practical know-how using SEO, Google Ads, and social media tools Develop and justify KPIs based on a SWOT analysis Design original content suited to digital platforms Use appropriate metrics to evaluate campaign effectiveness Project Requirements Summary: Your report (approximately 7,000 words) should begin with a literature review of digital marketing principles, followed by a situational analysis defining the brand's mission, vision, and objectives. You'll then carry out a SWOT analysis and define relevant KPIs. The next section will focus on planning a digital marketing campaign, including keyword research, SEO, and identifying a target audience. You must design a Google Ads campaign and develop a social media strategy that includes customer acquisition and retention techniques. You are required to create sample digital content (such as posts or ads) and propose metrics using Google Analytics to evaluate the campaign's success. Conclude by summarising your strategy and reflecting on its effectiveness. Reference all sources using the Harvard Referencing Style.	
Submission Requirements: <ul style="list-style-type: none"> Prepare a detailed presentation of your work for approval before submitting the final project Professionally formatted and visually appealing document Cover page with student details 	

Important Notes

The expected format:

- Cover Page
- Contents Page
- Your research, data and analysis on Digital Marketing Strategies
- Reference List
- Appendices

Assignment Document Format:

- Your assignment document should be structured using appropriate headings and subheadings.
- Use a professional and consistent formatting style throughout the document.
 - 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.

Word Count and Appendices:

- 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	