

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

<b>Assessment Task:</b> One (1) Group presentation based on the question below	
<b>Module:</b> Corporate Digital Marketing	<b>Tuition Centre:</b> 21 Academy <b>License Number:</b> 2018-017
<b>Level:</b> Award MQF Level 5	<b>Date:</b>
<b>Student Names:</b>	<b>Student Numbers: (same line)</b>
<b>Presentation Date:</b> 28 June 2025	
<p><b>Task</b> The purpose of this assessment is to develop an understanding of what was learnt during the module in particular with respect to Corporate Digital Marketing.</p> <p><b>Note</b> This assessment provides students with an opportunity to explain the different aspects of Corporate Digital Marketing.</p> <p><b>Note</b> <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><b>Question: Corporate Digital Marketing</b></p> <p>Select a fictional or real business and design a digital marketing campaign that applies CRM theories or model to improve customer retention, loyalty, and engagement. Your group must demonstrate how CRM tools, customer data, and personalised communication are integrated in practice.</p> <p>What Your Group Should Include:</p> <ol style="list-style-type: none"> <li>1. Brief explanation of the selected CRM theory or model</li> <li>2. Practical application:             <ul style="list-style-type: none"> <li>○ Choose a specific business context (e.g., online retailer, gym, café, app).</li> <li>○ Explain the customer lifecycle and how CRM will enhance it.</li> </ul> </li> </ol>	

<ul style="list-style-type: none"> <li>○ Identify how customer data will be collected and segmented.</li> </ul>	
<p>3. Campaign creation:</p> <ul style="list-style-type: none"> <li>○ Design a CRM-driven digital marketing campaign (email, SMS, retargeting, loyalty programme).</li> <li>○ Use mock examples of personalised content, workflows, and automated responses.</li> <li>○ Describe how CRM tools will be used.</li> </ul>	
<p>4. Metrics and improvement:</p> <ul style="list-style-type: none"> <li>○ Show how success will be measured.</li> <li>○ Recommend improvements based on data insights.</li> </ul>	
<p><b>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</b></p>	
<p><b>Mark:</b></p>	<p><b>Student</b> (first in list above) <b>Signature:</b> &lt;main assessor&gt;</p>
<p><b>Date</b></p>	<p><b>Signature:</b> &lt;quality assurance&gt;</p>