Undergraduate Diploma in Digital Marketing: Intake August 2024

Assessment Task: Research project based the question below	
Module: *Research Project*	**Tuition Centre:** 21 Academy **Licence Number:** 2018-017
Level: MQF Level 5	**Student Name:**
Date:	**Student Number:**

Project Proposal: 04 July 2025

Presentation Delivery: 21 July 2025

Assignment Deadline: 21 August 2025

Research Question:

How can digital marketing analytics and performance metrics be effectively used to plan, monitor, and optimise a digital campaign for a mid-sized Maltese retail brand aiming to increase online conversions?

Your final report should begin with a literature review on the role of analytics in digital marketing. Then, develop a fictional mid-sized retail brand and provide a situational analysis.

Design a campaign using SEO, Google Ads, and social media, with a specific focus on analytics and metrics at each stage. Focus on how data helps marketers make better decisions.

Identify appropriate KPIs and create sample dashboard/s or mock reports using platforms like Google Analytics or Meta Business Suite.

Explain how you would apply A/B testing, attribution models, and reporting for campaign optimisation. Balance strategic thinking with technical application of metrics.

Conclude with insights and recommendations for continuous improvement.

Project Requirements Summary:

Before beginning your full research project, you are required to submit a short proposal outlining your chosen fictional retail brand, campaign idea, and intended use of analytics and metrics. This proposal must be approved by your lecturer before proceeding. Once approved, you will also be required to deliver a short presentation to explain your campaign concept and key strategic components. This presentation should take place before the final submission of your written report and will help you receive feedback to improve your final project. Reference all sources using the Harvard Referencing Style.

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	