

Assignment Brief

Qualification(s)	Undergraduate – Creative Advertising, UX Design, Graphic Design		
AMDT Unit	Digital Marketing		
Pearson Unit & Number	Unit 34: Digital Marketing		
Facilitator	Miralan Vilvaraja		
Assessor	Miralan Vilvaraja		
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Date Issued	Sunday, July 9, 2023		
Submission Deadline	Wednesday, September 20, 2023	Time	9.00 PM
Assignment Title	Digital Marketing Campaign		

Important

80% attendance will be mandatory to submit this assignment. Resubmissions will affect your course duration and assessed with a capped pass result. For any improper submission (eg. unreadable DVD media, incorrect link, no access to link, error in submission, etc) your assignment will be considered as a non-submission. Please check your submission thoroughly before sending them. Refer assignment policies for more information. The academy reserves the right to request softcopy sources for any assignment at any time until a student successfully completes the course; students who are unable to do so may be asked to resubmit their work.

Academic Integrity

You pledge and declare that the work submitted for this assignment has been researched, undertaken, completed, and submitted solely by yourself, except the assignment guidelines require you to work in groups. Further, you declare that the work entitled is your original work and you have not copied from any other students' work or any other sources except where adequate reference or acknowledgment is made explicitly in the text, nor has any part been written for you by another person.

How to Submit

This is an online submission. You are not required to print the assignment or create any subfolders unless it's specified to do so in the assignment brief.

Step 01 - Upload your work to your google drive first.

Step 02 - Make sure that your drive folder is visible/accessible for anyone with the link.

Step 03 - Fill the google form and copy your assignment drive folder link in the given space in the google form under the "assignment link".

Step 04 - Click to submit the google form.

Assignment submission link - <https://forms.gle/pLAQAxXPnWotJzbE7>



Resources

- 1) CHAFFEY, D. and ELLIS-CHADWICK, F. (2019) Digital Marketing: Strategy, Implementation and Practice. 7th Ed. Harlow: Pearson.
- 2) HEMANN, C. and BURBARY, K. (2018) Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World. 2nd Ed. Que Publishing.
- 3) KINGSNORTH, S. (2019) Digital Marketing Strategy: An Integrated Approach to Online Marketing. 2nd Ed. Kogan Page.
- 4) Lecture materials shared in each of the class.
- 5) Digital Strategy Guide - <https://blog.hubspot.com/marketing/digital-strategy-guide>
- 6) Beginners guide to digital marketing - <https://offers.hubspot.com/beginners-guide-to-digital-marketing>
- 7) The Who, What, Why, & How of Digital Marketing - <https://blog.hubspot.com/marketing/what-is-digital-marketing>
- 8) What are the major components of a digital marketing plan? - <https://www.aha.io/roadmapping/guide/marketing-plans/digital-marketing-plan-components>
- 9) Digital marketing strategy - <https://www.smartinsights.com/digital-marketing-strategy>

Assignment Brief and Guidance

Business organizations are becoming more digitally savvy and developing digital marketing plans to support digital transformation and growth. The role of digital marketing is to assist organizations in gaining new traffic, leads, and sales by expanding their reach to consumers looking for products and services. The goal of this unit is to introduce students to digital marketing and its importance in successful organisation marketing. Students will become aware of how organizations use various digital tools and techniques to engage customers and maintain a competitive advantage. The digital landscape is constantly changing, marketers must stay ahead of their competitors by delivering cutting-edge digital marketing approaches and strategies.

You are a Senior Digital Marketing Consultant at a Digital Agency. You have been requested to create a digital campaign for a company of your choice. You are required to first pitch/convince the Chief Marketing Officer (CMO) of the company and thereafter create a digital marketing campaign.

What you need to submit:

1. Pitch Presentation [PDF] - 10 to 15 minutes

- This should be a visually appealing presentation that examines and critically analyses the opportunities and challenges that digital marketing presents for the purpose of producing effective marketing to reach valid conclusions.

2. Digital Marketing Campaign [PDF] - max 1500 words

- You must develop a digital marketing campaign that integrates and optimizes multiple digital channels to reach key audiences and employs a creative concept to stir up interest and encourage a 'call to action.' You must include the plan, campaign assets, and the monitoring/measuring approaches.
- Discuss and analyse the effectiveness of the digital tools and techniques that was used in the campaign in terms of reach, impact and cost. Evaluate your campaign's monitoring methods and measuring in line with marketing objectives to increase engagement and conversions. Recommend a set of actions to improve the performance of your digital marketing campaign.

Your grade is assessed by your submission. To ensure that your submission meets the requirements, you must carefully read the assessment criteria.

All submissions must be in PDF format unless a specific format is specified. While there will be no consequences for exceeding the length of your pitch/presentation or word count, keep in mind that precision and clarity are hallmarks of professional work. Work that is too lengthy demonstrates a lack of professionalism.

All information sources and resources used to complete this assignment, including websites, must be stated and correctly referenced. No credit will be given for extensive copying from information sources, and your submitted work may be checked for plagiarism.

Learning Outcomes and Assessment Criteria Unit 34: Digital Marketing		
PASS	MERIT	DISTINCTION
LO1 Investigate the influence of the digital environment for effective marketing of business organizations.		LO1 and LO2 D1 Critically analyse digital marketing to draw valid conclusions for effective marketing of business organizations.
P1 Examine the opportunities and challenges digital marketing presents for effective marketing of business organizations.	M1 Analyse the opportunities and challenges for business organizations in the digital marketing landscape.	
LO2 Apply digital tools and techniques for an integrated marketing approach within a given business organization.		
P2 Apply key digital tools and techniques that are available to marketers for an integrated marketing approach. P3 Discuss their effectiveness in terms of reach, impact and cost.	M2 Analyse the effectiveness of applying an integrated marketing approach and the benefits this has for an organization.	
LO3 Design a digital marketing campaign using multimedia to optimize content that targets key audiences.		LO3 and LO4 D2 Create a multimedia digital marketing campaign that provides a seamless customer experience and applies appropriate measures and performance metrics aligned to digital marketing objectives.
P4 Design a digital marketing campaign that integrates and optimizes multi-digital channels to reach target key audiences.	M3 Design a digital marketing campaign that applies a creative concept to capture audience interest and inspire 'call to action'.	
LO4 Evaluate methods of monitoring and measuring a digital marketing campaign in line with marketing objectives to increase engagement and conversions.		
P5 Evaluate the measurement techniques and performance metrics in digital marketing. P6 Present a set of actions to improve performance in digital marketing.	M4 Critically evaluate the application of key digital measurement techniques and performance metrics used in digital marketing	