



Unit: Digital Marketing and Communication Assignment

Winter 2019 - Winter 2022

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- All electronic media will be checked for plagiarism.

Introduction

This assignment consists of FIVE (5) tasks and accounts for 100% of the overall mark for this unit.

Assignment Notes

In this assignment you will persuade an international brand to employ you as their digital marketing strategist by writing a report that outlines an integrated digital marketing strategy.

- You must complete all FIVE (5) tasks in this assignment
- The total assignment should be **4,000 words** including Tasks 2-5 but excluding; Task 1, the bibliography and the appendix. Please limit your appendix to 4 pages.
- Please submit your assignment as ONE (1) document.

Before you begin the assignment, there are some preliminary tasks you must complete.

Selecting a brand

Choose a brand that is famous in one country or globally, so there is plenty of published information about it which can be found by web search.

Check that the brand has a strong online presence including via social media.

Choose a brand that you find interesting or which you already know something about. This will help motivate you and may lead to some good insights which will improve your assignment.

Reviewing the job advert

Imagine that this job advert is for the brand you have chosen. You are trying to persuade the brand you have chosen to employ you as their digital marketing strategist. Read the following job advert very carefully and make sure your report meets their requirements.

Head of Digital Marketing - Up to £100,000

Looking for something new and exciting to get your teeth into? Join an international team for a well-known brand as their talented Head of Digital Marketing! In order to stay on top of their game, they are now looking for a forward-thinking Head of Digital Marketing to take the reins and dominate their overall marketing strategy.

The fundamental objective in this role is to drive the continued success of the company's online marketing activity to achieve increased customer acquisition, retention and brand awareness with excellent ROI. Have you got what it takes? Keep reading...

Main Roles and Responsibilities of the Head of Digital Marketing:

- *outline the customer acquisition and retention strategies for the business and track performance against clear targets.*
- *accountable for the ongoing development of all campaigns across CRM, PPC, Affiliates, SEO, Social and other online channels.*
- *work with external agencies for Affiliates, Display, SEO and Paid Social.*
- *liaise with main suppliers and brands to maximise the potential of joint marketing campaigns.*
- *utilise web analytics tools to drive the business forward and improve overall customer profitability.*
- *produce reports for senior members of the team, making recommendations for improvements.*

- *ad-hoc project management responsibilities working closely alongside the technical development teams.*

*If you are interested in this role, **produce a fully referenced 4,000 word report outlining your integrated digital strategy for our business.***

We are a research led, data driven company so we want to see that you have; exceptional skills, knowledge and understanding of the cutting edge academic theory in this field, have researched our business thoroughly, and can write a convincing, well supported strategy that will help us reach new heights of success and profitability.

NB: The following task are written as if by the brand you have chosen. When the task says 'we' or 'our' that refers to the brand you have chosen.

Assignment

Write a 4,000 word report that addresses the following tasks:

Task 1 Overview

Clearly identify and give a 200 word overview of the brand you have chosen at the beginning of your assignment. Name the brand, state which area(s) you'll focus on, and give an idea of their product range/ marketing focus/ revenue and any other relevant information. You will not be marked on this overview nor is it included in your word count, but it is a mandatory part of your assignment and will give your examiner the context they need to assess your work. See guidance for students for an example.

Task 2 Understanding our Customers 25 marks

Critically assess how our customers are changing and what we need to learn about them. Propose how we should capture and analyse customer data to understand levels of engagement with our campaigns and products.

Task 3 Marketing Mix 25 marks

Analyse the marketing tools and techniques available and give a fully justified recommendation of which tools and techniques we should employ. Focus on the perfect marketing mix for us, explaining your choice of digital marketing channels and how these will be managed to enhance customer experience.

Task 4 Strategy and Activities 25 marks

Outline a set of objectives linked to a fully justified ONE (1) year multi-channel strategy that allows for a flexible, creative and responsive approach to campaigns. You should include a timeline of activities.

Task 5 Measuring and Monitoring 25 marks

Provide KPIs to monitor, measure and manage the strategy, linked to our key objectives. Give clear, detailed methods to achieve useful monitoring, measuring and management.

All documents and slides should be submitted in **one .ZIP file per student**, using the following filename format:

[student number]_[module]_[component]

For example: ***000123456789_EI_Assignment***

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

- Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?
- Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**
- Have you ensured that your work has not gone over or under the recommended word count by more than 10%?
- Have you ensured that your work does not contain viruses and can be run directly?

Guidance for Students

Purpose of the assignment:

The aim of this assignment is for you to write a 4,000 word report that responds to the job advert stimulus in the form of an integrated digital marketing strategy.

This assessment is designed to give you the opportunity to focus on a brand of your choice so you can demonstrate and apply the knowledge, skills and understanding of digital marketing and communications that you have developed throughout the unit to a 'real life' situation.

Task 1 Overview

As stated in the assignment instructions, clearly identify and give a 200 word overview of the brand at the beginning of your assignment. Name the brand, state which area(s) you'll focus on, and give an idea of their product range/ marketing focus/ revenue and any other relevant information. Here is an example of the kind of thing you might write:

The brand on which this report is based is Mercedes-Benz Cars. Mercedes-Benz make luxury vehicles and are the biggest selling premium vehicle brand in the world. They began in 1886 when engineer Karl Benz invented the first car. "Whether we're exploring ways to make motoring more sustainable with eMobility, or pushing the boundaries of design and technology with our future cars, innovation underpins everything we do at Mercedes-Benz. Since inventing the car, we've never stopped reinventing it."

Mercedes-Benz is part of the Daimler group whose 2018 annual report lists Mercedes-Benz cars, and Mercedes-Benz vans as two divisions of the company. Daimler also undertakes fleet management, leasing, financing and insurance services available world wide in the Mercedes-Benz name. They package this as 'mobility solutions' and include app-based car sharing and ride hailing.

The Mercedes-Benz Cars division reported revenue in 2018 of €93,103 million with €2,382,791 million in unit sales. They have 8 different model types: hatchbacks, saloons, estates, coupes, cabriolets, SUVs, Roadsters and MPVs.

A key marketing initiative for Mercedes-Benz Cars is BCE 'Best Customer Experience' launched in 2014 and they cite customer centricity as their marketing philosophy.

The current Mercedes-Benz brand slogan is: "the best or nothing".

Task 2 Understanding Our Customers

The purpose of this section is for you to critically assess how customers of the brand you have chosen currently behave and how they are changing, and to let the brand know what, why and how they should learn more about their customers.

Your analysis should focus on how customers of your brand are changing based on: their current profile, and how that might change over time in terms of how they interact with the brand, what they want from the brand and its products, and how the technology they use now and in the future will impact that. You must then critically review means of capturing and analysing customer data and engagement and propose how your brand should do this now and in the future.

You should use tools and frameworks that you have learnt about during your study to conduct your analysis. Remember to clearly state which tools and frameworks you are using and to draw clear conclusions from your analysis related to customer analysis.

The rest of the assignment relates to the information and insight you generate by completing this analysis.

Task 3 Marketing Mix

Identifying the right marketing mix for your brand will be critical to your success as Head of Digital Marketing. You should;

- Review the current marketing mix for your brand
- Analyse the digital tools and techniques available in order to recommend which ones your brand should employ. You can recommend your brand continues using certain tools/techniques as well as recommending new tools/techniques, giving clear justification for your recommendations.
- Select and justify your choice of digital marketing channels
- Discuss the management of the digital channels in relation to the marketing mix (with reference to digital analytics and measurement tools linked to the appropriate channels identified).
- Outline the perfect marketing mix for your brand, justifying your choices and clearly demonstrating how this will enhance customer experience.

Task 4 Strategy

You must set clear objectives for your strategy. Refer to the job advert for hints about the key objectives for their marketing activity. The strategies you propose should be designed to meet the objectives you have set. You must clearly justify how your strategies will meet your objectives.

You should apply appropriate tools and methods to the design of your strategies taken from your study of this unit.

Task 5 KPIs

You now need to outline the methods you will use to control and monitor the progress of your strategy. Remember that these are heavily related to your objectives.

You must produce:

- A set of KPIs (Key Performance Indicators) linked to your key objectives.
- Detailed methods that you will use to measure the performance of your strategy.
- An overview of how you will know that your strategy has been successful.

Appendix

Your appendix should be no more than FOUR (4) pages long. You should use it to present supporting information that is too detailed to include in the body of your assignment.

Your appendix is not included in your word count and is not allocated any marks. A well-produced appendix can, however, support your report, especially by demonstrating the background research and analysis you have done on your brand, and help you gain marks for the recommendations you make in each section of your report. You should only include **relevant** information in your appendix and make reference to documents in your appendix in the body of the report.

You might include things such as; Details of your brand and overall market research, evidence such as statistics, reports, academic sources that support your recommendations.

There is no penalty for not including an appendix, but, without it, you might miss out on marks or struggle to demonstrate that your analysis and recommendations are supported by relevant research.

Bibliography

You should include a bibliography that references all information you have used (printed and online materials) to produce your assignment. You should cite every source you use and give clear references. We recommend the Harvard referencing system, but any standard system is acceptable, as long as it is consistent.

Academic Rigour

It is important that you use the theories, approaches and methods that you have studied in this unit and from your own wider reading. You should give clear and specific justification for the plans you present based on thorough independent research, clear critical understanding of appropriate methodologies, and detailed analysis.

Your assignment must, of course, be entirely your own work and there are severe penalties for plagiarism outlined in the NCC documents *What is Academic Misconduct? Guidance for Candidate* and *Avoiding Plagiarism and Collusion: Guidance for Candidates*.

Word Count

The word count for this assignment is **4,000 words**. Pay careful attention to the mark allocation for each section so you don't spend too much time on any one section.

Mark Scheme

Please also read the mark scheme thoroughly. The mark scheme outlines what you need to achieve to gain marks in each section. It will give you a good idea of the areas you need to explore and the information, analysis and conclusions you need to present in each section. It will also show you how effective and thorough your work needs to be.

Format

You should submit your assignment as ONE (1) 4,000 word document.

The format of each task however might vary and you are welcome to use charts, tables, graphs and images throughout.

The aim, in all cases, is to present your work in the way that is most appropriate to the task.