



Digital Marketing

QQI Level 5 5N1364

Assignment Brief

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Introduction

Hello and welcome to our Digital Marketing Programme, we are delighted that you have chosen to work with DCM Learning as you continue your education.

This course is at Level 5 of the National Framework of Qualifications. To receive an award at Level 5 you will be required to undertake self-directed learning after you complete the training course. This self-directed learning will typically include additional reading, research, self-reflection and preparation of your assessments.

Your assignment deadline is detailed in your enrollment email.

This document contains important information about the assessment process and it is important that you read each part of the document carefully so you clearly understand what is required of you.

We hope your learning experience is a positive one and we wish you every success in achieving your QQI Level 5 Digital Marketing 5N1364.

In addition to the information in this document, you should visit our [Guide to completing your Digital Marketing Assessments](#) page.

Course Requirements and Assessments

You are required to complete two pieces of work for your certificate. These are detailed below.

Ideally, your assignments should be relevant to your current or previous work environment and practical work-based examples should be given to support your work. If this is not possible you can use an organisation that you are familiar with, maybe through a volunteer role or a hypothetical organisation.

You will be provided with an MS Word template for each assignment, the first page of each template will be a cover sheet which you **MUST** complete in order to submit your assignment. The cover sheet will detail to the grader, who you are, and specify the assessment you are submitting. The assessment template is a helpful tool and we recommend you use it to make sure that you do not leave any sections out and lose marks.

Pay attention to the required word count for each section and do not go significantly under or over the required word count (10% above or below is ok).

Pay attention to the formatting of your document - it matters! Use paragraphs and put headings in bold. Change the vertical spacing on your document to 1.5 or 2.0 (YouTube has how-to videos) to make your assignment easier to read.

Before submitting your assignments you should use a spelling and grammar checker and get somebody else to proofread your work. It's much easier to spot mistakes in another person's writing, and you can lose marks for careless mistakes.

Your work should show evidence of relevant reading around each topic and it **MUST be clearly referenced and include a bibliography.**

Assessment 1: Portfolio/ Collection of Work (50% / 50 Marks)

This assignment has been designed to allow you to demonstrate your understanding of each topic in the table below and how it might apply to your real work as a Digital Marketing Professional.

Ideally, your assignment should be relevant to your current or previous work environment and practical work-based examples should be given to support your work.

If you are not currently working within an organisation, then you may complete this task in relation to an organisation with which you are familiar. This could include experience working in a voluntary capacity.

Tasks		Required Word Count
Task 1 (5 marks)	The Unique Characteristics of a Website Discuss the key characteristics of a Website from a marketing perspective.	250
Task 2 (5 marks)	Digital Marketing versus Traditional Marketing A. List the differences between Digital Marketing and Traditional Marketing.	200
(10 marks)	B. Choose two factors that differentiate Digital Marketing from Traditional Marketing and discuss them in detail.	300
(5 marks)	C. Discuss how digital marketing strategies can be successfully integrated with traditional marketing.	200
Task 3 (10 marks)	Digital Marketing Campaigns Describe the stages in running an effective Digital Marketing campaign to include defining goals and audience, development, implementation and measurement.	250
Task 4 (5 marks)	Digital Marketing Tools List the main digital marketing tools currently available and give the advantages and disadvantages of each	300

(10 marks)	B. Compare and contrast 2 digital marketing tools of your choice, using examples to show where each is most appropriate	300
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Assessment 2: Project (50% / 100 Marks)

This Project requires you to demonstrate your understanding of Digital Marketing by developing a Digital Marketing Plan for a company (or product or service or division of a company).

This project provides an opportunity to relate your learning directly to your current organisation. It is recommended that you discuss the assignment with your line manager to explore and agree on how the task could be used to support the needs of your employer (as well as evidencing your learning as part of completing your QQI qualification).

If you are not currently working within an organisation, then you may complete this task in relation to an organisation with which you are familiar or on any business idea that you would like to develop.

Tasks		Required Word Count
Task 1 (10 marks)	Executive Summary Summarise the key elements of the Digital Marketing Plan to include an outline of the development of customised digital marketing campaigns to include the use of a variety of digital marketing tools.	250
Task 2 (10 marks)	Organisational background Provide an outline of your chosen organisation, the services/products it offers, the target audience and the role and purpose of Digital Marketing within the organisation.	200
Task 3 (10 marks)	Situational Analysis A. Provide an overview of the current approach to digital marketing B. Conduct a SWOT analysis of the organisations current digital marketing campaigns to evaluate their effectiveness	200 Template
Task 4 (20 marks)	Marketing Strategy A. Choose appropriate digital marketing tools to implement your digital marketing plan and explain your rationale for each choice	300

(20 marks)	B. Give an overview of your digital marketing campaign for each of your chosen digital marketing channels from inception to completion. Include your key messages and the content type chosen.	500
Task 5 (10 marks)	Financials A. Explain the process and the importance of agreeing on a campaign budget and operating within it. B. Give an overview of the costs required to implement your plan to include internal and external resources	200 Template
Task 6 (20 marks)	Objectives & Measurement A. State your marketing plan objectives. B. Explain what analytical tools you will use to monitor and evaluate the effectiveness of each campaign to include digital KPIs and expected outcomes	100 350

Marking Guide

50 – 64 %	Pass	Show that you've learned and understood the course material.
65 – 79 %	Merit	Have learned the course material and show that you can apply that knowledge to real-world situations (use practical examples).
80 – 100%	Distinction	Show a deep understanding of the course material and how to apply it. Show evidence of having carried out additional reading, being able to show the pros and cons of the course materials and associated theories and offer alternatives based on solid research.

Bibliography & References

Whenever you mention another author's work in your assignment, you should credit that author in a Bibliography & Reference section. This is a list of books, research papers or websites you've referred to in your assignment.

The purpose of referencing is to give the reader enough information to find the source material. The method you use to reference should be consistent; see the links below for referencing methods. Make sure to highlight in the body of your assignment when you do this so that the examiner knows you're not copying another author's work without crediting them.

For example, in the body of your project, your text might look something like this:

"Kirkpatrick (1) developed a four-level model for evaluating training, which was challenged and refined by Kaufman (2)."

References:

Kirkpatrick, D., & Kirkpatrick, J. 2006. Evaluating Training Programs: The Four Levels. Berrett- Koehler Publishers.

Kaufman, R., & Keller, J. M. (1994). Levels of evaluation: beyond Kirkpatrick. Human Resource Development Quarterly, 5(4), 371-380.

Online Referencing Tools:

<https://www.citethisforme.com/harvard-referencing>

<https://www.easybib.com/mla8/source>

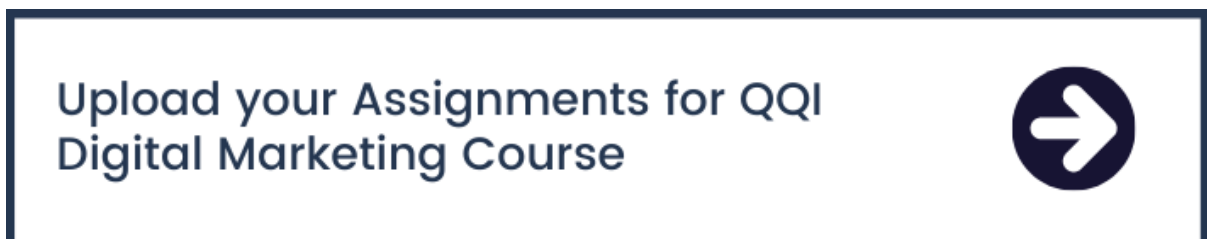
<http://scholar.google.com> (search for the book/paper and click  the icon)

Submitting your Assignment

IT IS ESSENTIAL THAT YOU FOLLOW THESE GUIDELINES WHEN YOU ARE SUBMITTING YOUR WORK

1. You must submit 1 document per assessment. All files should be saved as PDFs before they are submitted. Files must be named as follows: -
 2. 5N1354 – Portfolio/Collection of Work – YOUR NAME.pdf
 3. 5N1354 – Project – YOUR NAME.pdf
1. Each file must include the DCM Learning cover sheet, you must sign this sheet which confirms the assignment is your own original work. This sheet is included in each assignment template.
4. Your name should be on each page (in document header) and each page should be numbered.
5. You must respect the word count guidelines
 - a. Portfolio/Collection of Work: 1,800 Words plus/minus 10%
 - b. Project: 2,100 Words plus/minus 10%
6. Any information that you source from another writer MUST be referenced in your bibliography. (NOTE: Your bibliography is not included in your word count)
7. You must avoid plagiarism. Plagiarised work will not receive a mark.
8. **All work must be submitted on or before the date advised in your enrollment**
9. If you need an extension you must complete our extension request form
[Click this link to request an extension now](#)
10. [Click here if you need help completing the extension request form](#)

Once your assignments are ready click the button below to submit them for grading:



If you need help to complete our submission form visit [HERE](#).