Marketing & Branding in the Digital Age

Assignment Guidelines:

This assignment is to analyse the impact of digital marketing, new technology and data-centred branding strategy on customer engagement and brand equity in the current business environment. Learners will also develop the skills to critically evaluate digital marketing channels, consumer behaviour analytics, search engine optimisation (SEO), and personalised experience frameworks that deliver measurable growth, build brand presence, and maintain competitive advantage.

Submission Format:

- Type: Detailed Project Report (Group Digital Marketing Strategy Project)
- Font: Times New Roman, Size 12, Double Spaced
- Word Count: 3000 – 4000 words
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of digital marketing and branding concepts – 20%
- Critical analysis of digital platforms, target audiences, and consumer behaviour – 25%
- Use of academic literature, empirical evidence, and industry case studies – 20%
- Strategic insight, campaign design alignment, and quality of recommendations – 25%
- Structure, academic writing, presentation, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Methodology
- Findings & Data Analysis
- Strategic Digital Marketing Proposal
- Implementation, Budgeting & Measurable KPIs
- Conclusion & Recommendations
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Omnichannel Branding Strategy, Content Marketing, and SEO Optimisation

Analyses how organisations can design and implement an integrated omnichannel digital marketing strategy to build long-term brand equity and customer engagement. Your paper should:

- Identify and explain the main digital channels (social media, content marketing, search engines, email) through which a brand can build a cohesive story across online customer touchpoints.
- Discuss the technical and strategic considerations for integrating SEO practices, inbound content marketing, and organic visibility with overall brand objectives.
- Evaluate real-world case studies of digital-first brands or traditional brands that have effectively shifted their online presence vs. public brand communication failures.
- Create an actionable framework and content strategy plan that business leaders can implement to generate customer acquisition and ensure brand consistency across digital ecosystems.

Option 2: Data-Driven Personalisation, Social Commerce, and Influencer Engagement

Investigate how customer data analytics, social media advertising, and influencer partnerships are transforming modern consumer acquisition and retention workflows. Your paper should:

- Investigate how data analytics platforms such as Google Analytics and social media tracking metrics facilitate personalised marketing strategies and dynamic customer journey maps.
- Evaluate the strategic trade-offs and performance implications of paid social media advertising and campaigns with micro versus macro-influencers or direct-to-consumer social commerce channels.
- Identify organisational characteristics, consumer privacy concerns, and brand trust that impact the ethical implementation of targeted digital campaigns.
- Utilise case studies from leading global or startup brands to deliver a tactical, data-driven campaign framework that is designed to drive high audience engagement and conversion.

Option 3: Digital Reputation Management, Customer Experience, and Marketing ROI

Evaluate how enterprises can measure the commercial value of digital marketing campaigns while safeguarding brand reputation in fast-moving online channels. Your paper should:

- Design relevant measurement frameworks and key performance indicators (KPIs) — e.g. Customer Acquisition Cost (CAC), Return on Ad Spend (ROAS), Customer Lifetime Value (CLV) — to measure campaign performance.
- Analyse the strategic risks of digital brand management: online customer backlash, viral PR brand crises, algorithm changes, and ad fraud.
- Learn from successful digital customer experience (CX) initiatives vs. poor campaign deployments through examples of best practices and lessons learned on how to monitor and adapt strategy adaptation.

- Create a full set of strategic recommendations for implementing digital marketing tools that can achieve maximum financial ROI without compromising brand integrity and trust.