IQM4006

LEVEL 4 · INDIVIDUAL DIGITAL PORTFOLIO WITH CAMPAIGN VISUALS/MOCK-UPS

INTO QUALIFICATIONS

Marketing and Consumer Behaviour

Digital marketing campaign portfolio

Candidate assessment pack

Assessment
IQM4006 A1

Status
SAMPLE ASSESSMENT

Total marks
100

Sample set
2026-S

Response length
1,500-2,000 words excluding references and appendices

Release timing
at portfolio release

About this sample assessment

Individual portfolio that translates market and consumer evidence into a coherent, responsible digital campaign. Module-guide weighting 50%; assesses LO1, LO3, LO4, LO5.

Instructions for candidates

Cover and executive summary

Situation and audience analysis

STP and positioning

Campaign strategy and channel/content plan

Sample creative assets

Budget/timeline

Measurement and optimisation

Ethical/cultural safeguards

Conclusion

References/appendices

Candidate instructions for permitted materials and GenAI

This is open-resource coursework. You may use market research, consumer insights, marketing data and credible sources. Include professional digital campaign materials, visuals and mock-ups. A calculator is not applicable to this assessment.

Generative AI use is Level 2: planning only. You may use AI for pre-task brainstorming, developing planning questions or an outline, and initial research. AI may help organise ideas or orient you to sources you have already identified, but you must develop and refine all assessed work independently.

Do not use AI to select or analyse the product, organisation, target market or evidence; to select or apply segmentation, targeting, positioning, marketing-mix or campaign decisions; or to generate assessed analysis, interpretation, evaluation, strategy, content, conclusions, recommendations, citations or references for submission. Do not present AI-generated assessed content as your own work.

You are responsible for independently selecting, reading and understanding sources and for checking the accuracy and relevance of all facts, evidence, sources, citations and visual materials. Acknowledge and disclose permitted AI use in accordance with your centre or institution requirements.

Development evidence and supervised checkpoint

Keep appropriate evidence of how you developed your work, including planning, source selection and relevant working files. Your centre will arrange at least one supervised progress checkpoint. If needed, your assessor may hold a short discussion to verify your understanding, analytical choices and authorship. Any unresolved authenticity concern will be managed under the Academic Regulations.

Assessment context and task

Context: Create a campaign for fictional product TideTurn, a reusable insulated lunch container made from recycled stainless steel by a small UK social enterprise. Retail price is £24. The firm sells through its own online store and four independent shops. It has a £6,000 eight-week campaign budget. No customer-level data may be collected without clear consent. Product claims must not imply a verified environmental benefit beyond the supplied fact that the steel is recycled; no lifecycle study is available.

Supplied Market Snapshot

Content

Survey N: 120

Respondents Aged 18 34: 72

Would Consider Reusable Lunch Container: 78

Top Purchase Barriers

barrier	percent
price	46
cleaning effort	31
uncertain leak resistance	28

Current Customer Interviews N: 8

Interview Themes

commuters want leak protection

students want a lower entry price

buyers distrust broad sustainability claims

Competitor Notes

Basic plastic container £8-12

Premium steel lunch containers £28-35

Several competitors claim eco-friendly without evidence

Data Caveat: Convenience survey, not a representative national sample; percentages are descriptive and may overlap.

Required Sections

Content

Organisation/product and market context

Market/customer, competitor and trend analysis

Segmentation, target selection, positioning and value proposition

Marketing mix using 4Ps and relevant 7Ps

SMART campaign objectives, justified digital channels, content/social/SEO, timeline and budget

Professional mock-ups

Interpretation of supplied research/data

Ethical/cultural assessment

KPIs, analytics, review and optimisation

Harvard-style in-text citations and references