

MARKETING AND DIGITAL TRANSFORMATION

Collegium Civitas 2024-25

Final Assignment

Your task is to prepare an essay (expected length is at least 3 pages, but the most important criteria for evaluation is your creative opinion, not the word count) on a subject:

“Digital Marketing in early 21st Century. How Recent Changes (in Media and Technology) Are Shaping Marketing Strategies and Campaigns”

Suggestions:

Focus on recent advancements in digital marketing, changes in the media landscape (e.g. moving from radio and TV towards Internet), and the influence of emerging technologies (AI). Keep the discussion within the context of the 21st century.

Highlight the shift from traditional media (TV, print) to digital platforms (social media, streaming, and search engines). Discuss the impact of platform-specific trends (e.g., TikTok’s short videos, YouTube Shorts, Instagram Reels). Comment on changes in customer behavior: shallow thought, short relations, relative loyalty. Explain how technologies like artificial intelligence (AI), machine learning, and augmented reality (AR) are enabling personalized and immersive marketing. Discuss the role of Big Data in understanding consumer behavior and targeting.

Provide **real-world examples** of brands leveraging digital marketing successfully. Don’t forget to point to the sources!

How to deliver:

1. Create a DOC or PDF file. Make sure to include your name and Student ID inside!
2. Attach to an email sent to: w.moscibrodzki@gmail.com
3. In the message body, write your name, surname and Student ID
4. Please use the subject of the mail: CIVITAS MARKETING (exactly as described)

The final deadline for the essay is Jan, 21st. Essays completed and sent before Jan, 17th will be graded automatically 0.5 higher :D

Good luck!