

**Assessment 1: Learning Activities**  
**(MKTG1472: Advanced Digital Marketing)**

<b>Student Name</b>	
<b>Student ID</b>	
<b>Student Email</b>	
<b>Submission Date</b>	

*Note:* This is a sample answer template. Students are free to use their own or edit this template to submit their solutions.

## Activity 1

<b>Selected Company Overview</b>	
<b>Company Name</b>	
<b>URL/Website</b>	
<b>Sector</b>	
<b>Market Valuation</b>	
<b>Geographic location</b>	

<b>Business Problem Analysis</b>	
<b>Core business problem</b>	(In 50-100 describe what business problem the above company solves.)
<b>Use of Technology</b>	(In 50 words list technology used by the company to solve the stated core business problem.)

<b>Digital Strategy</b>	
<b>Market disruption</b>	(In 50-100 words describe how the above company is disrupting the market. Hint: You could possibly focus on competition or innovation or both.)
<b>Value of Technology</b>	(In 50 words describe how technology is helping the company in creating business value.)

## Activity 2

Q3	Q4
<b>Website Traffic</b>	
<b>E-commerce Conversion</b>	
<b>Average Order Value</b>	
<b>Website Traffic Source</b>	
<b>Website Visitor Characteristics</b>	

(Note: Students can combine the comparison charts into one. Include units whenever appropriate for better understanding.)

Briefly summarize your quarterly comparison:

### Activity 3

<b>Prompt Generation</b>
Create a prompt that you will use to generate content across multiple LLM platforms Spend some time to ensure your prompt captures the marketing goals.

<b>Content Generation</b>	
<b>LLM Platform</b>	<b>Generative Content</b>
ChatGPT	
Gemini	
Copilot	
Claude	
VAL	

Briefly reflect on the content created by these five LLM platforms.

#### **Activity 4**

Provide the table of synthetic data (digital twins) generated by the agent  
(Ensure: the table has all the columns)

Add Phase 2 information to the table you have provided in the above step.

Analyze the results to decide on the impact of the business strategy on business value.