

## Assessment MK224 Advertising

### SLO

1. Describe career opportunities available in advertising.
2. Develop a comprehensive and effective Advertising Plan.
3. Assess advertisements to ensure achievement of marketing communications goals/objectives.

**Tool/Method:** Individual student will develop a comprehensive and effective advertising plan.

**Criteria:** 80% of the students will score 80% or better on the rating sheet below.

**Student #:** \_\_\_\_\_

**Date:** \_\_\_\_\_

| SLO | Criteria   | Yes | No |
|-----|--|-----|----|
| 3   | Described goals/objectives.  |     |    |
| 2   | Described target audience.   |     |    |
| 2   | Included use of print advertising.                                 |     |    |
| 2   | Included use of radio advertising.                                 |     |    |
| 2   | Included use of tv advertising.                                    |     |    |
| 2   | Included use of social media advertising.                          |     |    |
| 3   | Advertising plan was appropriate for target audience.              |     |    |
| 3   | Advertisement plan was appropriate for described goals/objectives. |     |    |
| 2   | There was evidence of planning.                                    |     |    |
| 1   | Plan incorporated career opportunities available in advertising.   |     |    |

\_\_\_\_\_ out of 10    **TOTAL SCORE:** \_\_\_\_\_ %

Comments/ notes: \_\_\_\_\_

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