

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 #: 5

Date: 12/4/17

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.	✓	

9. out of 10 TOTAL SCORE: 90 %

Comments/ notes: provided story boards ...
