

Assessment MK125 Social Media Marketing

SLO

1. Explain how the use of social media marketing can improve marketing efforts for businesses.
2. Develop a social media marketing plan, utilizing the various platforms.
3. Select the most effective social media platform for various marketing activities.

Tool/Method: Individual student will develop a social media marketing plan, utilizing the various platforms.

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

Student #: 16

Date: 12/12/17

SLO	Criteria	Yes	No
1	Explained one way that social media marketing can improve marketing efforts for businesses.	✓	
1	Explained another way that social media marketing can improve marketing efforts for businesses.	✓	
2	Addressed target audience.	✓	
2	Included use of Facebook.	✓	
2	Included use of Twitter.	✓	
2	Included use of YouTube.	✓	
2	Included use of one other social media platform.	✓	
3	Selected the most effective platform(s) for increasing customer traffic.	✓	
3	Selected the most effective platform(s) for increasing potential customers.	✓	
3	SMM included overall goal for the campaign.	✓	

10 out of 10 TOTAL SCORE: 100 %

Comments/ notes: One of the best plans submitted
