

## 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 #: 1

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.	✓	

7 out of 10 TOTAL SCORE: 70 %

Comments/ notes: Used LinkedIn and Instagram  
instead which is okay