

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

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

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.		

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

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

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