



MKT 311 Blog Guidelines and Rubric

Overview

Throughout the undergraduate marketing program, you will be completing a series of blog entries. The blog assignments will be graded by your instructor and will be available to you afterward as a demonstration of your knowledge and abilities.

Create your blog site using the [WordPress](#) blog-creation tool. For guidance on setting up your blog, refer to the [Getting Started With Blogging](#) document. In each blog assignment, you must accomplish the following:

- Develop a professional, organized blog post.
- Apply topics and concepts covered in this course.
- Utilize outside resources and/or examples to support your positions.

Once you have finished each assignment, you will submit a link to your personal WordPress blog.

Prompts

- **Module Two:** In your blog assignment, discuss the advantages of mobile phones and tablets as a marketing tool over traditional marketing channels. Consider how mobile marketing allows for increased product sales and awareness, and address how mobile marketing campaigns lead consumers to the point of sale, generate dialogue-marketing contacts, or enable customer loyalty programs. Discuss some strategies for addressing the common constraints that mobile marketing faces. Provide at least two resources to support your reasoning.
- **Module Six:** Review the article [FTC Providing Over \\$88 Million in Refunds to AT&T Customers Who Were Subjected to Mobile Cramming](#). Conduct research of other companies or consumers who experienced unethical and illegal mobile marketing activities. Using examples from the case and other research, address the following questions in your blog assignment:
 - What specific mobile marketing law was violated in the AT&T case?
 - What are the negative consequences to the consumer?
 - What are the possible penalties levied on a company for violating legal considerations?
 - What kind of actions must a marketer take with any mobile marketing campaign to remain ethical (e.g., asking for permission or prohibiting the practice of spamming)?

Rubric

Guidelines for Submission: Your blog needs to be created in WordPress. It should be written in a professional voice and should be appropriately formatted for a blog. Any sources should be cited according to APA style. Each blog assignment should be between 400 and 800 words in length. When you have finished each assignment, place the link to your personal WordPress blog in a Word document and upload the document to the assignment submission area.

The following resources will help you improve your blog:

- [Blog Basics: Developing Your Blog](#): This article examines the purpose of a blog community and how to strengthen and develop that community.
- [How to Write a Blog Post for Beginners](#): This article offers an introduction to writing blog posts.
- [12 Easy Ways to Improve Your Blog](#): This article examines important elements in developing your own blog.
- [How to Drastically Improve Your WordPress Blog's Comments](#): This article examines how to better engage and manage your online community.
- [Blogging Best Practices](#): This resource offers a quick summary of the best practices top bloggers use.

Critical Elements	Proficient (100%)	Needs Improvement (55%)	Not Evident (0%)	Value
Content Development	Develops a professional, organized blog post	Develops a blog post, but it contains issues related to quality or organization	Does not develop an organized blog post	40
Course Topics and Concepts	Applies topics and concepts covered in the course to formulate a position	Topics and concepts covered are applied, but position is unclear	Topics and concepts are not applied	40
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, or syntax	Submission has major errors related to citations, grammar, spelling, or syntax that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	20
Total				100%