

MKT 311 Final Project Guidelines and Rubric

Overview

Have you ever used a smartphone to subscribe to an e-newsletter or sign up to get promotional discounts? Have you ever downloaded a mobile app from your Android or Apple phone only to get pop-up ads while you use the app? Have you ever been watching something on YouTube when an advertisement interrupts your video? If this is the case, you have experienced mobile marketing. Mobile marketing is a growing field that allows companies to reach the right people at the right place and right time. In this course, you will learn about mobile marketing as a part of an overall integrated marketing mix. You will learn the channels, formats, platforms, and tactics used to maximize a company's mobile presence. Moreover, you will learn how to market different products to customers as well as the advantages and disadvantages of mobile marketing. You will also learn to differentiate mobile marketing from other digital marketing strategies, identify the various platforms used to measure the effectiveness of mobile marketing campaigns, and discuss the legal and ethical approaches to mobile marketing.

To showcase your knowledge, you will create a mobile marketing plan in the form of an executive summary. This project will give you the opportunity to practice skills that will be required in your future career, such as developing marketing plans that align with a company's larger marketing goals and presenting your thoughts in an effective, brief, and persuasive manner.

The project is divided into **three milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure a quality final submission. These milestones will be submitted in **Modules Two, Four, and Five**. The final project will be submitted in **Module Seven**.

In this assignment, you will demonstrate your mastery of the following course outcomes:

- MKT-311-01: Propose methods for using digital analytics reports to measure the effectiveness of mobile marketing campaigns
- MKT-311-02: Recommend effective strategies for supporting the expansion of a company's mobile marketing presence as a part of an integrated marketing mix
- MKT-311-03: Develop appropriate mobile marketing plans that align with an organization's larger marketing strategy
- MKT-311-04: Justify the benefits and overall importance of incorporating mobile marketing to an integrated marketing mix using effective communication skills
- MKT-311-05: Employ legal and ethical principles in mobile marketing campaigns for promoting positive brand awareness

Prompt

For your final project, you will take the role of a marketing director for a company looking to market a new product. Your company's senior management strongly believes that traditional media channels, such as television, radio, and newspapers, are the best way to advertise to consumers. In spite of this, they recognize the importance of other media and have seen success in previous social media marketing campaigns. After thorough research, you have discovered that mobile marketing is a growing trend and a great way to advertise to consumers anytime a smartphone or a tablet is used. You have decided to develop a

mobile marketing plan around the NOTE framework (needs, objectives, tactics, execution) and present it, in the form of an executive summary, to senior management for budget approval. To create your plan, you will assume the following:

- Your company's short-term goal (need) is building brand awareness of its new product and promotions for sales generation.
- The marketing budget is limited, and the mobile marketing campaign will replace a traditional media advertising channel.
- Competitors are currently using mobile marketing to advertise a product similar to your company's product and have had success.
- The mobile marketing campaign will run across both iOS and Android platforms.
- Your company has a notably large emailmarketing list already in place.
- The campaign will be a success, and next steps must be addressed.
- The campaign should be run ethically and legally according to current regulations.

Specifically, you must address the **critical elements** listed below. Most of the critical elements align with a particular course outcome (shown in brackets).

- I. **Needs and Objectives:** In this section, you will conduct preliminary research of a company of your preference to determine its needs and mobile presence. Keep in mind that some assumptions will have to be made based on the information that is available (website, apps, responsiveness, social media, and so on).
 - a) Provide a brief **overview** of the company you selected and one of its products or services. What marketing strategies does your company use? What is your company's current mobile marketing presence?
 - b) Describe how at least one **competitor** in the industry is using mobile marketing. How does mobile marketing represent an advantage of this competitor over your company?
 - c) Identify the customer segment you will **target** for your mobile marketing campaign. What are the main characteristics of the targeted segment? Why have you selected this segment?
 - d) Based on the company's short-term goal and the information you have gathered in your preliminary research, provide compelling reasons to **justify** why this company would benefit from adding mobile tactics to its overall integrated marketing mix. Make sure you justify your answer with research and specific examples from the previous sections.
- II. **Tactics:** In this section, you will discuss the best mobile tactics to achieve your company's needs and short-term goal.
 - a) What will your mobile marketing campaign encompass? Recommend three to five **mobile marketing tactics** that you consider to be the most appropriate for your company. Present your tactics in bulleted format.
 - b) Explain how the recommended tactics will help the company **differentiate** from competitors. Make sure you justify your answer with research and information from the previous section.
 - c) Explain how your recommended tactics will help maximize the company's **mobile presence**. Make sure you justify your answer with research and information from the previous section.
- III. **Execution:** In this section, you will discuss critical aspects regarding the execution of your mobile marketing campaign.
 - a) **Success Metrics:** Create an action plan for measuring the effectiveness of the campaign.
 - i. **Explain** the ways in which you plan to monitor and measure the effectiveness of your campaign.

- ii. Identify the digital **tools** you will use to collect data about the performance of your mobile tactics. Cite specific evidence to support your choices.
 - iii. Describe how you will use the data you collect to make decisions regarding **optimization** of the mobile marketing campaign.
 - b) **Industry Standards and Regulations:** Discuss legal and ethical aspects that might have an impact on your campaign.
 - i. Identify the **ethical** and professional standards that apply to your mobile marketing campaign.
 - ii. Identify current **regulations** that must be considered when implementing your campaign plan. Are there any state or federal regulations that should be considered? [MKT-311-05]
 - iii. Explain how you will address the ethical and legal considerations for promoting positive brand awareness and ensuring **compliance** with industry standards and regulations.
 - c) **Next Steps:** Explain the long-term vision of the campaign, which includes the next steps to follow after it is successful.
 - i. Justify the importance of **moving forward** with the mobile marketing campaign. What is the long-term vision of your campaign? Make sure you support your answer with research.
 - ii. Describe the next steps to **expand** the current **tactics** once the mobile marketing campaign has been proven successful. What new mobile marketing tactics should be implemented? Should other segments be targeted?
- IV. **Roadmap:** In this section, you will create a one-page roadmap to present to the senior manager as an overview of the process. Your roadmap should consist of a snapshot or quick glimpse that summarizes the different stages of the process.

Milestones

Milestone One: Draft of Needs and Objectives

In **Module Two**, you will complete a draft of the Needs and Objectives section of your final project. In this section, you will conduct preliminary research of a company of your preference to determine its needs and mobile presence. Keep in mind that some assumptions will have to be made based on the information that is available (website, apps, responsiveness, social media, etc.). This milestone will be graded with the **Milestone One Rubric**.

Milestone Two: Draft of Tactics

In **Module Four**, you will submit a draft of the Tactics section of your final project. In this section, you will discuss the best mobile tactics to fulfill your chosen company's needs and achieve its short-term goal. This milestone will be graded with the **Milestone Two Rubric**.

Milestone Three: Draft of Success Metrics and Next Steps

In **Module Five**, you will submit a draft of Success Metrics (part a) and Next Steps (part c) of the Execution section of your final project. This milestone will be graded with the **Milestone Three Rubric**.

Final Submission: Executive Summary

In **Module Seven**, you will submit your final project. It should be a complete, polished artifact containing all of the critical elements of the final project. It should reflect the incorporation of feedback gained throughout the course. This submission will be graded with the **Final Project Rubric**.

Deliverables

Milestone	Deliverable	Module Due	Grading
One	Draft of Needs and Objectives	Two	Graded separately; Milestone One Rubric
Two	Draft of Tactics	Four	Graded separately; Milestone Two Rubric
Three	Draft of Success Metrics and Next Steps	Five	Graded separately; Milestone Three Rubric
	Final Submission: Executive Summary	Seven	Graded separately; Final Project Rubric

Final Project Rubric

Guidelines for Submission: Your executive summary should be about 8 pages in length (plus a cover page and references) and should use double spacing, 12-point Times New Roman font, and one-inch margins. Sources should be cited according to APA style.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Needs and Objectives: Overview	Meets “Proficient” criteria, and details provide robust context information	Provides a brief overview of the selected company and one of its products or services	Provides a brief overview of the selected company, but overview lacks detail or does not describe a product or service	Does not provide an overview of the selected company and one of its products or services	6.32
Needs and Objectives: Competitor	Meets “Proficient” criteria, and description provides robust context information	Describes how at least one competitor in the industry is using mobile marketing	Describes how at least one competitor in the industry is using mobile marketing, but description lacks details	Does not describe how at least one competitor in the industry is using mobile marketing	6.32
Needs and Objectives: Target	Meets “Proficient” criteria, and response is rich in details	Identifies the customer segment that will be targeted for the mobile marketing campaign	Identifies the customer segment that will be targeted for the mobile marketing campaign, but response lacks details	Does not identify the customer segment that will be targeted for the mobile marketing campaign	4.74

Needs and Objectives: Justify	Meets “Proficient” criteria, and justification reveals in-depth awareness of the importance of mobile marketing	Justifies why the company would benefit from adding mobile tactics to its overall integrated marketing mix, providing examples and evidence from research	Justifies why the company would benefit from adding mobile tactics to its overall integrated marketing mix, but response is cursory or illogical, or supporting evidence and examples are inappropriate or nonexistent	Does not justify why the company would benefit from adding mobile tactics to its overall integrated marketing mix	6.32
Tactics: Mobile Marketing Tactics	Meets “Proficient” criteria, and recommendations are plausible and detailed	Recommends mobile marketing tactics that are the most appropriate for the selected company	Recommends mobile marketing tactics, but recommendations are cursory or inappropriate for the selected company	Does not recommend mobile marketing tactics	4.74
Tactics: Differentiate	Meets “Proficient” criteria, and explanation demonstrates keen insight into how mobile marketing supports differentiation from competitors	Explains how the recommended tactics will help the company differentiate from competitors, justifying answer with research	Explains how the recommended tactics will help the company differentiate from competitors, but explanation is cursory or illogical, or supporting evidence is inappropriate or nonexistent	Does not explain how the recommended tactics will help the company differentiate from competitors	4.74
Tactics: Mobile Presence	Meets “Proficient” criteria, and explanation demonstrates a nuanced understanding of how the tactics will impact the company’s mobile presence	Explains how the recommended tactics will help maximize the company’s mobile presence, justifying answer with research	Explains how the recommended tactics will help maximize the company’s mobile presence, but explanation is cursory or illogical, or supporting evidence is inappropriate or nonexistent	Does not explain how the recommended tactics will help maximize the company’s mobile presence	4.74
Success Metrics: Explain	Meets “Proficient” criteria, and strategies outlined in response are plausible and detailed	Explains ways to monitor and measure the effectiveness of the campaign	Explains ways to monitor and measure the effectiveness of the campaign, but explanation lacks clarity or is illogical or cursory	Does not explain ways to monitor and measure the effectiveness of the campaign	6.32
Success Metrics: Tools	Meets “Proficient” criteria, and response demonstrates an in-depth understanding of digital analytics tools	Identifies the digital tools that will be used to collect data about the performance of the mobile tactics, providing specific evidence to support choices	Identifies the digital tools that will be used to collect data about the performance of the mobile tactics, but response is cursory or illogical, or supporting evidence is inappropriate or nonexistent	Does not identify the digital tools that will be used to collect data about the performance of the mobile tactics	6.32

Success Metrics: Optimization	Meets “Proficient” criteria, and response demonstrates keen insight into how data can be used for optimization purposes	Describes how the collected data will be used to make decisions regarding optimization of the mobile marketing campaign	Describes how the collected data will be used to make decisions regarding optimization, but response lacks clarity or is illogical or cursory	Does not describe how the collected data will be used to make decisions regarding optimization of the mobile marketing campaign	6.32
Industry Standards and Regulations: Ethical	Meets “Proficient” criteria, and response reveals in-depth awareness of current ethical and professional standards	Identifies the ethical and professional standards that apply to the mobile marketing campaign	Identifies the ethical and professional standards, but response lacks clarity or is illogical or cursory	Does not identify the ethical and professional standards that apply to the mobile marketing campaign	6.32
Industry Standards and Regulations: Regulations	Meets “Proficient” criteria, and response reveals in-depth awareness of current legal regulations	Identifies current regulations that must be considered in regard to implementation of the campaign plan	Identifies current regulations, but response lacks clarity or is illogical or cursory	Does not identify current regulations that must be considered in regard to implementation of the campaign plan	6.32
Industry Standards and Regulations: Compliance	Meets “Proficient” criteria, and explanation reveals in-depth awareness of the impact of ethical and legal regulations on mobile marketing	Explains how the ethical and legal considerations will be addressed for promoting positive brand awareness and ensuring compliance with industry standards and regulations	Explains how the ethical and legal considerations will be addressed, but explanation lacks clarity or is illogical or cursory	Does not explain how the ethical and legal considerations will be addressed	6.32
Next Steps: Moving Forward	Meets “Proficient” criteria, and justification reveals in-depth awareness of the importance of mobile marketing	Justifies the importance of moving forward with the mobile marketing campaign	Justifies the importance of moving forward with the mobile marketing campaign, but response lacks clarity or is illogical or cursory	Does not justify the importance of moving forward with the mobile marketing campaign	6.32
Next Steps: Expand Tactics	Meets “Proficient” criteria, and next steps are plausible and detailed	Describes the next steps to expand the current tactics once the mobile marketing campaign has been proven successful	Describes the next steps to expand the current tactics, but response lacks clarity or is illogical or cursory	Does not describe the next steps to expand the current tactics	6.32
Roadmap	Meets “Proficient” criteria, and roadmap is concise and detailed	Creates a roadmap that summarizes the different stages of the process	Creates a roadmap, but it does not summarize the different stages of the process	Does not create a roadmap	6.32

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Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy to read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization 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	5.20
Total				100%	