

MKT 311 Milestone Three Guidelines and Rubric

Overview: For this milestone, you will submit a draft of Success Metrics (part a) and Next Steps (part c) of the Execution section of your final project. You will work on drafting the Industry Standards and Regulations portion (part b) in the Module Six discussion. Milestone Three provides you with an opportunity to obtain valuable feedback from your instructor that you can incorporate into your final project submission.

Specifically, the following **critical elements** must be addressed:

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.

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?

Rubric

Guidelines for Submission: Your draft should be 2 to 3 pages in length 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 | Proficient (100%) | Needs Improvement (75%) | Not Evident (0%) | Value |
|---------------------------------|--|--|---|-------|
| Success Metrics: Explain | 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 | 18 |
| Success Metrics: 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 | 18 |

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| Success Metrics: Optimization | 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 | 18 |
| Next Steps: Moving Forward | 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 | 18 |
| Next Steps: Expand Tactics | 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 | 18 |
| Articulation of Response | 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 | 10 |
| Total | | | | 100% |