



MKT 311 Milestone Two Guidelines and Rubric

Overview: For this milestone, 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. As you complete Milestone Two, make sure that the mobile marketing tactics you select are based on *research* and address your company's needs and short-term goals. Milestone Two 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:

- 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.

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
Tactics: Mobile Marketing Tactics	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	30
Tactics: Differentiate	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	30
Tactics: 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	30

Southern New Hampshire University

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%