Southern New Hampshire University

MKT 311 Module Five Journal Guidelines and Rubric

Overview: Journals in this course are **private** and between you and the instructor. Approach these activities as (a) an opportunity to reflect upon and apply what you learn each week based on the assigned readings, discussions, and activities, and (b) an opportunity to share your knowledge and expertise based on your educational and professional experiences in the past. As a successful professional, you will need good reflective and writing skills. Journal activities offer you the opportunity to further develop these skills.

Prompt: This journal assignment will provide you with an opportunity to look more closely at Google Analytics reports to reach conclusions about the provided data.

As a marketer for Company ABC, you have launched a mobile marketing campaign that uses push, pull, and in-app strategies. Your marketing objective is to promote your company's new widget. What does the data in the Google Analytics Reports document tell you about the mobile marketing strategy? For example, how many users visited your website? What was your bounce rate? What mobile device was used to visit your site? What are the geographics, demographics, active users, page views, and so on? Based on your marketing objective, how can answering these questions help you understand the effectiveness of the campaign?

Use the information provided in Digital Analytics Fundamentals: Lesson 5.1 Reporting Overview and Digital Analytics Fundamentals: Lesson 5.2 Audience Reports to talk about what businesses can learn from Google Analytics to improve their marketing. Use your imagination and have fun!

Rubric

Guidelines for Submission: Submit assignment as a Word document with double spacing, 12-point Times New Roman font, and one-inch margins. Submit assignment as a Word document with double spacing, 12-point Times New Roman font, and one-inch margins.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Analysis	Provides an analysis of the mobile marketing strategy from the data provided	Provides an analysis of the mobile marketing strategy from the data provided, but analysis lacks detail or is illogical	Does not provide an analysis of the mobile marketing strategy from the data provided	30
Campaign Effectiveness	Provides an explanation of how the data analysis can help determine the effectiveness of the campaign	Provides an explanation of how the data analysis can help determine the effectiveness of the campaign, but explanation lacks detail or is illogical	Does not provide an explanation of how the data analysis can help determine the effectiveness of the campaign	30
Use of Google Analytics	Provides a summary of how businesses can use Google Analytics to improve their marketing	Provides a summary of how businesses can use Google Analytics to improve their marketing, but summary lacks detail or is illogical	Does not provide a summary of how businesses can use Google Analytics to improve their marketing	30

	Writing	Assignment is mostly free of errors of organization and grammar; errors are marginal and rarely interrupt the flow	Assignment contains errors of organization and grammar, but they are limited enough so that assignment can be understood	Assignment contains errors of organization and grammar, making the assignment difficult to understand	10
				Total	**100%**