



MKT 311 Module One 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 reflect on a personal experience where you participated in the mobile marketing process.

Describe a time when a product or service was marketed to you through mobile marketing. For example, perhaps you downloaded an app and before you could open it, an ad popped up. Or in the middle of watching a YouTube video, an ad interrupted your video. Why do you consider this to be a mobile marketing strategy? Support your thinking with evidence from additional resources.

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
Description	Provides a detailed description of a personal experience with mobile marketing	Provides a description of a personal experience with mobile marketing, but description lacks details	Does not provide description of a personal experience with mobile marketing	30
Explanation	Explains why the described experience involves a mobile marketing strategy, including supporting evidence from additional resources	Explains why the described experience involves a mobile marketing strategy, but explanation lacks supporting evidence	Does not explain why the described experience involves a mobile marketing strategy	60
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%