

MKT 311 Module Six Discussion Rubric

Overview: This discussion will directly support your executive summary, providing you with the opportunity to discuss the ethical and legal aspects that will have an impact on your final project.

Prompt: In your initial post, discuss the following questions:

- What are the ethical and professional standards that apply to your mobile marketing campaign?
- What are the current state or federal regulations that need to be considered when implementing your campaign plan?
- How will you address these considerations in your campaign?

Your answers to these questions will help you formulate Industry Standards and Regulations (part b) in the Execution section of your executive summary.

In responding to your peers, give feedback on their initial posts. Compare the ethical and legal issues of the company you selected with your peers' companies. Are the violations the same or different? Include suggestions for improvement, as this will be the only opportunity for your peers to receive feedback regarding the Industry Standards and Regulations section prior to the final submission in Module Seven.

Requirements for Submission: You are required to post **one** initial post and to follow up with at least **two** response posts.

For your initial post, you must do the following:

- Compose a post of 1 to 2 paragraphs.
- Complete the initial post by Thursday at 11:59 p.m. of your local time zone.
- Take into consideration material such as course content and other course discussions when appropriate. (Make sure you are using proper citation methods for your discipline when referencing scholarly or popular resources.)

For your response posts, you must do the following:

- Reply to at least two different classmates outside of your own initial post thread.
- Complete the two response posts by Sunday at 11:59 p.m. of your local time zone.
- Demonstrate more depth and thought than simply stating, "I agree" or "You are wrong." Guidance is provided for you in the discussion prompt.

Rubric

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Industry Standards and Regulations: Ethical	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	25
Industry Standards and Regulations: 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	25
Industry Standards and Regulations: Compliance	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	30
Timeliness	Submits initial post on time	Submits initial post one day late	Submits initial post two or more days late	10
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 errors 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%