

Unit 6 Assignment: One-pager: Social Media

Due Date: 11:59 pm EST Sunday of Unit 6

Points: 100

Overview:

The surge of internet usage and digital technology has led to the rise of various social media platforms. Marketers are now riding the social media wave to engage consumers.

Instructions:

There are 2 parts to this assignment:

1. Select a brand (i.e. Nike, Walmart, Coca Cola, etc.) that you frequently use.
2. Compare their social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) to their other digital and traditional marketing channels (TV, website, eMail).

Please address the following:

- List the number of current followers they have on 3 of the major social media platforms they are utilizing. *25% of grade*
- How do they leverage the use of influencers to promote their brand? *25% of grade*
- In your opinion, and assuming a \$1 mil ad spend, what percentage should be spent on: *25% of grade*
 - Social media
 - Other digital & traditional
- One-paragraph summary of concluding thoughts & opinions *25% of grade*

Requirements:

- A one-page Word document with your name, title of assignment & date in the footer

- Proper college-level grammar is required. APA format, including any in-text citations.

Be sure to read the criteria below by which your work will be evaluated before you write and again after you write.

Evaluation Rubric for Unit 6 Assignment

CRITERIA	Need Improvement	Average	Very Good	Excellent
	0-11 Points	12-15 Points	16-17 Points	18-20 Points
Brand Introduction	Brand introduction not submitted.	Brand introduction partially submitted.	N/A	Brand introduction submitted.
Number of followers	Number of followers not submitted.	Number of followers partially submitted.		Number of followers submitted.
Explanation of Leverage of Influencers	Explanation of leverage of Influencers not submitted.	Explanation of leverage of Influencers partially submitted.	N/A	Explanation of leverage of Influencers submitted.
Percentages of Ad Spend	Percentages of ad spend not submitted.	Percentages of ad spend partially submitted.	N/A	Percentages of ad spend submitted.
Summary	Summary is missing or poorly presented.	Summary is present but missing key details.	Summary is present but missing minor details.	Summary is thoughtfully addressed and all details included
Length	Less than 1 page.	N/A	N/A	At least 1 page.
	0-5 Points	6-7 Points	8 Points	9-10 Points
Grammar	Paper is appropriate for college-level work.	Paper exhibits some evidence of college-level grammatical elements and APA citation methods.	Paper exhibits good use of grammatical elements and APA citation methods.	Paper exhibits skilled use of grammatical elements. The content displays skilled use of APA

CRITERIA	Need Improvement	Average	Very Good	Excellent
				citation methods.