Southern New Hampshire University

MKT 265 Module Four Blog Guidelines and Rubric

Overview: The blog activities in this course are designed to be public for all students in this course, as well as your instructor. You should develop your blog using WordPress or Blogger. You should paste the link to your blog post in the discussion forum associated with each task.

Please review the resources below prior to developing your blog, as needed:

- Creating a Free Wordpress Blog—Tutorial for Beginners (15:36)
- How to Publish a Blog Post (1:32)

Below are some additional resources for improving your blog:

- How to Write a Blog Post for Beginners: This article is an introduction to writing blog posts.
- Blog Basics: Developing Your Blog: This article examines the purpose of a blog community and how to strengthen and develop that community.
- 12 Easy Ways to Improve Your Blog: This article examines important elements in developing your own blog.
- How to Drastically Improve Your WordPress Blog's Comments: This article examines how to better engage and manage your online community.
- Blogging Best Practices

Prompt: In this blog assignment, you will discuss how to meet consumers' needs by analyzing digital media.

Select one of the examples of digital media below:

- The Voice: Integration With Live Television
- Tale of the Tiger: Customer Service
- Whirlpool: Customer-Driven Social Media

After analyzing your chosen example, respond to the following questions:

- What was done successfully to **meet the wants and needs** of the target audience?
- How was the **social and consumer experience** addressed? Was this done successfully? Explain.
- How were the **digital media followers** handled?
- Is there something that could have been done differently to make that experience more **efficient**?

Take a look at the company's current website, major social media page, and/or mobile site, if applicable. What is the company doing effectively now? How are ethical engagements in social media helping with effectiveness? If the company is using a mobile application, how does the app meet the consumer's need?

Rubric

Guidelines for Submission: You should create your blog in WordPress or Blogger and submit a link to it in the discussion forum in Blackboard. Your blog should be written in a professional voice and appropriately formatted for a blog. Any sources cited should cited in APA format. Blog entries must be between 400 and 800 words in length.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review these instructions.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Meeting the Wants and Needs	Addresses what was done successfully in order to meet the wants and needs of the target audience	Insufficiently addresses what was done successfully in order to meet the wants and needs of the target audience	Does not address what was done successfully in order to meet the wants and needs of the target audience	20
Social and Consumer Experience	Explains how successfully the social and consumer experience was addressed	Minimally explains how successfully the social and consumer experience was addressed	Does not explain how successfully the social and consumer experience was addressed	20
Digital Media Followers	Describes how the followers in digital media were handled	Insufficiently describes how the followers in digital media were handled	Does not describe how the followers in digital media were handled	20
Efficient	Recommends a different approach that can be used to increase efficiency	Recommendation to increase efficiency is lacking in detail	Recommendation to increase efficiency is not evident	20

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	20
			Total	**100%**

Undergraduate Courses

Proficiency Level	Conceptual Meaning	Value
Proficient	Performance meets expectations as specified in the outcome or objective.	100%
Needs Improvement	Performance approaches but does not meet expectations as specified in the outcome or objective.	75%
Not Evident	Performance is not evident.	0%