

Assessment Protocol: Marketing Campaign Project

Alec Peebles

Bellarmino University

Annalsley Frazier Thornton School of Education

Contact: [apeeles01@bellarmine.edu](mailto:apeeles01@bellarmine.edu)

### **Assessment Protocol: Marketing Campaign Project**

The Marketing Internship Program employs up to ten marketing interns plus one coordinator. The goal of the internship is to 1) apply skills learned in the classroom and meet set learning goals, 2) learn to work as a team while exercising personal responsibility, 3) allow students to build a professional portfolio and showcase their work, and 4) assist students to become viable, experienced job applicants when seeking employment after graduation. The internship requires a commitment of 10-20 hours of work per week.

The program focuses on utilizing several marketing channels to attract their target audience. Channels include Facebook, Twitter, LinkedIn, Pinterest, and the ASC website. Additionally interns utilize more traditional methods of marketing such as flyers, poster, and brochures.

The learning outcome I aim to assess is one I earlier drafted and revised:

*“Students will be able to execute a multi-channel marketing campaign.”*

#### **Project Overview**

I will assess this learning outcome with a Marketing Campaign Project in which students have 4 weeks to develop, plan, and execute a multi-channel marketing campaign. The overall goal of the campaign will be subject to department approval and will vary based on any current initiatives, events, services, etc that are currently being planned or offered by the ASC.

I would implement this assessment as a summative project to occur at the end of the internship program. In addition to this being a performance assessment it also meets the criteria of *authentic assessment*: “that in which students are asked to perform real-world tasks that demonstrate meaningful application of essential knowledge and skills,” (Mueller, 2012, as cited in Banta & Palomba, 2015).

The general outline of the project is as follows:

- Interns will work with ASC staff to identify a campaign opportunity (e.g. promote an upcoming event)
- Interns will develop SMART goals (specific, measurable, achievable, relevant, time bound) that support the overall goal of the campaign.
- Interns will identify and profile their target audience.
- Interns will create a plan utilizing the channels that best support their unique goals and audience (e.g. emails, flyers, social media outreach, blogs, etc).
- Interns will work with the required parties to create and aggregate the necessary content (e.g. writers, designers, photographers, etc).
- Interns will oversee the execution of their campaign and monitor key performance indicators, adjusting strategy is necessary.
- Interns will provide a summary of the campaign results.
- Interns will self-reflect on the process, identifying strengths and weaknesses of the campaign, what improvements could be made for future campaigns, and whether or not the initial goals were met.

### **Department and Program Goals**

In addition to the marketing-specific skills demonstrated, as well as the aforementioned learning outcome, the intern will realize key goals of the ASC and its marketing outreach efforts such as:

*“To be intentional and strategic with our message.”*

- This will be demonstrated by the unique SMART goals proposed by the intern, the implementation of the campaign, and a reflection at the end of the project.

*“Learn to work as a team while exercising personal responsibility.”*

- This is achieved by the intern demonstrating their ability to work with other individuals and teams, both inside and outside the ASC, while simultaneously bearing the ownership responsibility of the campaign.

*“Allow students to build a professional portfolio and showcase their work.”*

- The campaign and its results would be a great addition to a portfolio. The skills necessary to complete the project are vital to any level of marketing work.

### **Data and Analysis**

There will be several key pieces of the project on which we base the assessment. First are several pieces of qualitative data. I have listed each piece of data on which the intern will be assessed, as well as notes that would be included in the assessment tool.

#### 1. Development of SMART goals

- a. This will be assessed by determining whether or not the intern’s goals support the overall missions of the department, as well as the unique campaign expectations.
  - i. Has the intern demonstrated critical thought developing the goals?
  - ii. Are the goals relevant to the desired outcome of the campaign?
  - iii. Do the goals demonstrate an understanding of the department’s mission?

#### 2. Creation of target audience profile

- a. This will be assessed based on the thoroughness and accuracy of the profile.
  - i. Has the intern identified the unique needs their campaign is addressing?
  - ii. Is the profile specific?

### 3. Development of campaign content

- a. This will be assessed based on its relevance to the target audience, the intern's ability to work with other teams, the intern's demonstration of personal responsibility.
  - i. Has the intern demonstrated an understanding of the target audience by choosing relevant content and material
  - ii. Does each piece of content have goals supporting the overall goal of the campaign?
  - iii. Did the intern demonstrate their ability to work closely with other individuals and parties inside and outside of the ASC?

### 4. Identification and implementation of outreach channels

- a. This will be assessed based on the intern's ability to correctly identify and implement the various channels of outreach, e.g. Facebook, LinkedIn, radio, videos, flyers etc.
  - i. Has the intern supported the usage of each channel based on their target audience?
  - ii. How has the intern demonstrated creativity in their selection and creation of content?

### 5. Campaign execution

- a. This will be assessed based on the intern's overall ability to execute the campaign, including their ability to aggregate and monitor KPI (and adjusting the campaign as needed).

### 6. Campaign reception

- a. This will be assessed based on the level of audience engagement and whether the initial goals were satisfied.

## 7. Reflection

- a. This will be assessed by assessing the intern's level of critical thinking and their ability to objectively assess the campaign's process and outcome.

As well as a few pieces of quantitative data:

### 1. Campaign performance

- a. This will be assessed based on the actual data backing the campaign performance (dependent upon content and channels, e.g. traffic, signups/registrations, likes, shares, etc). Additionally, it will assess the intern's ability to aggregate and present the metrics.

Due to the fact that the campaigns will vary, there will need to be flexibility in the scoring tool. Correctly assessing these data pieces will require someone with a strong background in marketing (digital and traditional). Ideally a professional-staff marketing coordinator or similar position, assisted by a small group of other ASC staff whom assist in evaluating the program-wide impact of the campaign.

## **Outcome**

Upon completion of the campaign and assessment, the intern will have vital real-world experience, a piece to use in their portfolio, and the assessment results to build upon. I intend to present the results to the ASC faculty and staff, as well as the various administrators and staff outside of the ASC who have vested interest in the ASC's marketing outreach and the internship program. I would expect this audience to include representatives from the university administration and other relevant departments such as Business, Communication, and others.

The most valuable insight will be found in the intern's overall ability as demonstrated throughout the process. It will inform on their level of critical thinking, ability to problem solve, and their level of professional readiness. Additionally, there will be insight into the scope, outreach, and success of ASC's marketing efforts.

Based on the findings, the ASC will not only be able to internally evaluate their marketing efforts, but also their ability to provide a meaningful internship to students in which they emerge equipped with fundamental marketing skills. The action plan would detail a means for the ASC to improve their marketing efforts and to make any changed needs to improve the engagement and benefit of its internship program.