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AAD 617 ~ Winter 2017

Reflection on Learning Goals

1. Understand and create a Marketing Plan.

I have a better understanding of a marketing plan. I feel that it is just the tip of the iceberg. I found that doing the Marketing plan for OSLP and hearing everyone's plan was the most helpful in developing my understanding.

2. Be able to list a variety of marketing tools.

Yes, I can do this now. I was feeling overwhelmed with this concept at the beginning of the term but with all our guest lecturers and presentations, I know have an understanding of different marketing strategies.

3. Understanding and how to create digital advertising.

This will be on going. I now understand what this is but feel that I will need to work at, especially if I will be doing this in order to feel comfortable. I am amaze that I am getting better at getting around the computer and now am aware of infographics and how they are used for marketing or advertising. It falls into my area of interest for creating visuals and other sensory experiences to understand concepts needing to be presented.

4. What are Social Media platforms?

I now have a clearer understanding of the Social Media platforms of Facebook, Instagram, YouTube, Twitter, etc. I can't say that I have a full understanding of how to use each platform but now understand how it is important to engage in Social Media as a marketing tool. The OSLP project provided the learning tool for understanding this and it was very helpful listening to everyone's marketing plans.

5. How to develop assessment and measuring outcomes?

I have a better understanding of the analytics on social media. I now know that they exist and how they are a tool for helping to create the best marketing strategy within an organization. It was also helpful for the presentation on the email marketing. I had no idea about the tools available for measuring within the email. I feel that this has been invaluable information especially if I end up developing my own organization or work for a non profit.

6. To develop ongoing confidence in computer usage as a tool for communication and learning.

I have been introduced to new avenues of using programs for creating presentations, websites, infographics, marketing. I find I am becoming more adventurous on the computer with more patience to explore and problem solve what different programs have to offer. This class has continued to help broaden my experience and understanding in the computer and programs available for creating and learning.