

Please note: Learning Objectives should follow the SMART goal format (Specific, **M**easurable, **A**chievable, **R**ealistic, and **T**imely)

Advertising

- I will create a (media specific) promotion campaign that will improve brand awareness by X percent of the XYZ Company.
- I will implement the annual promotional campaign of (company XYZ) tracking results using appropriate KPI, and reporting the ROI to upper management.

Events

- I will work with my supervisor to design, staff, and stock a company booth for an up-coming industry trade show with 21,000 attendees.

Sports Marketing

- Create and implement 3 community outreach programs to increase attendance at games by 15%.
- Increase number of contacts in the database by 200, and provide incentives that are customized to the groups. The goal of these actions is to increase group attendance by 100 people a game.
- Lead game-day coordination of promotions for all spring sports. This includes the development of scripts for promotions and prizes for promotion events.. On game-day the timing and sequencing of each aspect is to be completed for at least 10 home games.
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Digital Marketing

- Promote graphics via creative channels for (specific) social media to increase clicks, views and impressions by 10% overall.
- Analyze which digital promotion platforms get more clicks and which media works best with each platform. (Example, pictures on Instagram and player profiles on Facebook). Present findings to the management team by (date).
- I will learn how to measure media-specific customer activity using KPI Web Metrics, tabulating the results and analyzing the data to incorporate into monthly company reports.
- Strengthen SEO of (company) and aim to have (company) be listed on the first page in a Google search to increase customer traffic.

- Promote digital engagement by developing a marketing strategy to increase (company) app downloads by 10% from the previous quarter.

Sales

- Interact with potential buyers on a range of consumer touch points (social media, chat, email, and phone) to create awareness about the corporate brand in order to gain 10% more new consumers.
- Establish a plan to minimize the company's response time regarding customer service questions and complaints from consumers to increase retention rate by 5%.
- Complete the HubSpot Academy for Inbound Marketing course and score a minimum of 90% on the Inbound Marketing exam

Market Research

- Use a detailed market research methodology to develop a promotional strategy for company products to improve outcomes such as sales, page requests, etc. Present findings and make recommendations to management.
- Collect data about the consumer experience prior, during, and after sale using an appropriate sample size. The goal is improving the overall sales experience. Make recommendations to company management in North America by March 1st

Ethics

- Accurately and truthfully define product benefits in (media specific) promotional campaigns targeting 5000 potential customers.
- Clearly establish ethical guidelines for (a specific number) of sales staff; present the ethical guidelines to the sales staff no later than (date.)
- Conduct well-designed market research given to (a specific number) of potential customers, employees or business partners and faithfully report the findings to clients or management.
- Develop or enhance the formal company ethical code of conduct, vision and values specifically for the marketing staff. Present recommended document to my supervisor for approval, and present the final document to the staff by (date.)

[Here](#) is the written code of ethics published by the American Marketing Association.

