

# What was Learned? **Mod 5**

## Marketing

Student's Name: \_\_\_\_\_

1. What was done well this week (Mod 5) to improve your marketing knowledge?
  - a. What did you learn about budget control?

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- b. What did you learn about creating a marketing plan and the importance of a marketing plan?

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- c. What did you learn about the importance of creating a content marketing calendar?

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- d. Using social media was a major emphasis in this mod. What did you learn about the importance of using social media to sell yearbook and yearbook ads?

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e. What did you learn about Animoto and Canva?

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f. What did you learn about selling ads?

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2. In your opinion, what did not go that well this week with Mod 5?

a. 

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