

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?

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

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

- 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?

e. What did you learn about Animoto and Canva?

f. What did you learn about selling ads?

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

a.
