

## **Inclusive Educate**

### **Digital Marketing Basics Course Assessment**

*Attach your answers to a word document and send it to the relevant assessor. Please ensure that all of your answers are in your own words, and accurately reflect your opinions and knowledge based on the Inclusive Educate Digital Marketing Basics Course.*

*This assessment has four sections. Please take your time to answer each question, all in your own words. If answers are plagiarised, you will earn no marks for that question.*

#### **Section One: The Basics**

**Question One:** Explain in your own words what Digital Marketing is

**Question Two:** Name the six main social media platforms, and a short description of what they do

**Question Three:** In your opinion, and through what you have learned- why is it important to market your business digitally?

#### **Section Two: Branding**

**Question One:** What is a brand?

*Think about the company you are part of, or alternatively one that you are aware of and familiar with.*

**Question Two:** Identify three different features of your logo, and in your own words rationalise why you think those creative decisions are significant.

**Question Three:** Come up with 4-6 values for the company, and provide a short rationale why you chose them, and why they accurately represent the company.

**Question Four:** Using brand colour marketing theory, do you think that the company has made the right choice for their colours? Explain your answer.

#### **Section Three: Kinds of Marketing**

**Question One:** Give an example from another company of what you believe is great marketing, and explain why you think this.

*Please do not use the example used in the powerpoint to answer this question*



**Question Two:** Give an example from another company of what you believe is bad marketing, and explain why you think this.

*Please do not use the example used in the powerpoint to answer this question*

**Question Three:** What is guerilla marketing, please provide an example.

*Please do not use the examples used in the powerpoint to answer this question*

#### **Section Four: Different Marketing Platforms**

**Question One:** Provide three reasons why having a website is important, and give a short rationale for each.

**Question Two:** Why should businesses consider having a Google business profile?

**Question Three:** In your own words, please explain what email marketing is.