

Activity Exemplar: Create an internal marketing proposal

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Internal marketing proposal](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



Activity Exemplar_ Internal marketing proposal
DOCX File



Assessment of Exemplar

Compare the exemplar to your completed internal marketing proposal. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: *The exemplar represents one possible way to complete the activity. Your internal marketing proposal will likely differ in certain ways.*

Let’s review each section of the internal marketing proposal:

Step 1: Select up to two marketing strategies and explain

Summary: The strategies *social media marketing* and *video marketing* are selected and an explanation is given about what key facts lead to selecting these strategies.

Step 2: Select one content bucket

Summary: In this section, the *inspirational* content bucket was selected. The explanation connects the strong brand message to its potential customers. The explanation also includes where the advertisements will appear and why.

Mark as completed

