



## CONTENT CREATION CERTIFICATION CRITERIA

| SKILL   | DEFINITION  | EVIDENCE EXAMPLE  | LEVEL 1 – BASIC  | LEVEL 2 – ADVANCED  | LEVEL 3 – EXPERT   |
|---|---|---|--|---|--|
| <b>MARKET INSIGHTS</b>  |   |   |  |   |  |
| Evidence of ability to conduct A/B Tests                                | <p>Conducting A/B tests should include evidence of...</p> <ul style="list-style-type: none"> <li>Ability to conduct a controlled experiment with two variables and explicit hypothesis testing</li> <li>Ability to use test results to guide increasingly complex decisions.</li> </ul>   | Submit an example of an A/B test conducted for an assignment in school.         | Demonstrates basic knowledge and the application of A/B testing within the marketing context. Application of the test is simple and applied to a small sample group to guide tactical marketing decisions. | Demonstrates advanced knowledge and the application of A/B testing within the marketing context. Application of the test is increasingly complex and applied to a larger sample group to guide strategic-level marketing decisions. | Demonstrates expert knowledge and the application of A/B testing within the marketing context. Application includes the synthesis of multiple tests to guide system-level decisions. |
| Evidence of ability to synthesize diverse evidence to guide decisions   | <p>Ability to synthesize diverse evidence, including secondary and/or primary data, to guide increasingly complex decisions.</p> <p>Synthesizing diverse evidence to guide decisions should include evidence of...</p> <ul style="list-style-type: none"> <li>Ability to identify credible forms or evidence</li> <li>Ability to analyze primary and/or secondary data sources.</li> <li>Ability to synthesize data to guide increasingly complex decisions.</li> </ul> | Submit an example of how using evidence supported a business plan for a client. | Demonstrates basic knowledge and ability to synthesize diverse forms of secondary research to guide tactical marketing decisions.  | Demonstrates advanced knowledge and ability to synthesize diverse forms of primary and secondary research to guide strategic-level marketing decisions.   | Demonstrates expert knowledge and ability to synthesize diverse forms of primary and secondary research to guide system-level decisions.   |
| Evidence of currency in a variety of data visualization tools, such as: | Expertise and skill in using tool and should include evidence of...   | Submit an example of a campaign’s analytics converted into easy-to-             | Demonstrates basic knowledge and application of the program. Offers  | Demonstrates advanced knowledge and application of the program. Offers strategic marketing recommendations.   | Demonstrates expert knowledge and application of the program. Offers   |



|   |   |  |  |   |   |
|---|---|--|--|---|---|
| <ul style="list-style-type: none"> <li>• Tableau</li> <li>• Microsoft Power BI</li> <li>• Sisense</li> <li>• Domo</li> <li>• Salesforce Einstein</li> </ul> | <ul style="list-style-type: none"> <li>• Comprehension of analytics and metrics.</li> <li>• Insightful use of specific software/program capacities.</li> </ul>  | <p>read graphs for the client.</p>   | <p>tactical marketing recommendations.</p>   |   | <p>system-level recommendations.</p>  |
| <p><b>MARKETING MANAGEMENT</b></p>  |   |  |  |   |   |
| <p>Evidence of ability to manage marketing projects</p>   | <p>Managing marketing projects should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to identify the project plan, goals, and execution.</li> <li>• Performance tracking through analyzing KPIs and metrics.</li> <li>• Creating and following a project budget</li> </ul> | <p>Submit an example of a marketing project run to raise awareness of an upcoming promotion for your employer.</p> | <p>Demonstrates basic knowledge of what is involved in managing a small, local marketing project. This includes identifying goals, a timeline, and potential budget.</p> | <p>Demonstrates advanced knowledge of what is involved in managing a national or local marketing project. This includes a structured timeline with goals and a reasonable budget. Detailed KPIs and metrics analysis.</p>     | <p>Demonstrates expert knowledge of what is involved in managing a global, national, or local marketing project. Structured timeline including goals and a specific budget. Detailed KPIs and metrics analysis with key takeaways.</p>  |
| <p>Evidence of ability to develop a marketing budget</p>  | <p>Developing a marketing budget should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to identify costs related to advertising, materials and/or supplies, marketing staff, software, and content creation.</li> </ul>  | <p>Submit an example of a marketing budget created to maximize reach on a social media campaign.</p>               | <p>Demonstrates basic knowledge of the components of a marketing budget. Budget is simple and reasonable.</p>  | <p>Demonstrates advanced knowledge of the components of a marketing budget. Budget is detailed and accurate. Identifies which forms of advertising are needed, the cost, and the best cost option for materials required.</p> | <p>Demonstrates expert knowledge of the components of a marketing budget. Budget is detailed and accurate. Identifies all routes of advertising, the cost, the best cost options for materials required, marketing staff, and software. Includes content creation guidelines.</p> |
| <p>Evidence of ability to measure return on marketing investment</p>  | <p>Measuring a return on marketing investment should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to conduct a financial analysis, including break-even calculations.</li> <li>• Ability to synthesize marketing analytics and campaign cycle time.</li> </ul>           | <p>Submit an example of an ROI investment analysis done for your employer.</p>                                     | <p>Demonstrates basic knowledge of how to measure the success of a marketing investment. Identifies a break-even point.</p>  | <p>Demonstrates advanced knowledge of how to measure the success of a marketing investment. Conducts a full financial analysis to offer strategic marketing recommendations.</p>  | <p>Demonstrates an expert knowledge of how to measure the success of a marketing investment. Conducts full financial analysis that is represented through visualization tools. Identifies the cycle time for a marketing investment and offers system-level recommendations.</p>  |



|   |  |  |  |   |   |
|---|--|--|--|---|---|
| <p>Evidence of ability to develop and manage marketing metrics and analytics</p>    | <p>Developing and managing marketing metrics and analytics should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to interpret analytic programs that include reach, engagement levels, conversion rate by channel, click-rate, and customer lifetime value (CLV).</li> <li>• Identifies the ROI and marketing goals.</li> </ul> | <p>Submit an example of how marketing metrics and analytics were used and a description of what they mean to the client.</p> | <p>Demonstrates basic knowledge of the role metrics and analytics play in a successful marketing campaign. Identifies engagement levels within the local area through analytic programs.</p> | <p>Demonstrates advanced knowledge of the role metrics and analytics play in a successful marketing campaign. Identifies national and local engagement levels and reach through analytic programs. Identifies which channels are most effective to achieve goals and result in a stronger ROI. Offers direct marketing recommendations.</p> | <p>Demonstrates expert knowledge of the role metrics and analytics play in a successful marketing campaign. Identifies global, national, and local engagement levels and reach through analytic programs. Identifies which channels are most effective to achieve marketing goals, increase click-rates, and result in a stronger ROI. Offers system-level recommendations.</p> |
| <p><b>MARKETING COMMUNICATIONS</b></p>  |  |  |  |   |   |
| <p>Evidence of ability to develop and execute marketing communication campaigns</p> | <p>Developing and executing marketing communication campaigns should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to identify which channels of advertising to utilize based on environmental and audience analysis.</li> <li>• Execution of campaign and performance tracking analysis.</li> </ul>                           | <p>Submit an example of a marketing campaign run through your school club to promote an upcoming event.</p>                  | <p>Demonstrates basic knowledge and application of a marketing communications campaign. Appropriate promotion channel use supports recommended tactical marketing decisions.</p>             | <p>Demonstrates advanced knowledge and application of a marketing communications campaign. Appropriate promotion channel use supports recommended strategic marketing decisions.</p>  | <p>Demonstrates expert knowledge and application of a marketing communications campaign. Appropriate promotion channel use supports recommended system-level marketing decisions.</p>   |
| <p>Evidence of ability to develop and execute a media plan</p>                      | <p>Developing and executing a media plan should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to conduct an environmental analysis relevant to identifying media strategy and objectives.</li> <li>• Measurable goals for analysis and evaluation of media plan success.</li> </ul>  | <p>Submit an example of a media plan developed and recommended for a client project.</p>                                     | <p>Demonstrates basic knowledge and application of a media plan. Analysis contributes to tactical marketing decisions.</p>   | <p>Demonstrates advanced knowledge and application of a media plan. Analysis contributes to strategic marketing decisions.</p>  | <p>Demonstrates expert knowledge and application of a media plan. Analysis contributes to system-level marketing decisions.</p>   |



|  |  |  |  |  |   |
|--|--|--|--|--|---|
| Evidence of ability to develop a campaign brief                        | <p>Developing a campaign brief should include evidence of...</p> <ul style="list-style-type: none"> <li>• Ability to write coherently and creatively.</li> <li>• Recognition and communication of the client/brand needs, campaign objectives, environmental analysis, and budget, and KPIs.</li> </ul>  | Submit an example of a campaign brief you created for a school assignment.                                     | Demonstrates basic knowledge and application of a campaign brief to guide tactical marketing decisions.  | Demonstrates advanced knowledge and application of a campaign brief to guide strategic marketing decisions.  | Demonstrates expert knowledge and application of a campaign brief to guide system-level marketing decisions.  |
| Evidence of ability to develop and manage a traditional media campaign | <p>Developing and managing traditional media campaigns should include evidence of...</p> <ul style="list-style-type: none"> <li>• Environmental and audience analysis</li> <li>• Appropriate form of media selected based on research.</li> <li>• Identifies KPIs, ROI, and budget.</li> </ul>           | Submit an example of a local newspaper campaign you helped develop for your employer.                          | Demonstrates basic knowledge and application of traditional media being used to support marketing campaign goals. Use of secondary research supports tactical marketing decisions.     | Demonstrates advanced knowledge and application of traditional media being used to support marketing campaign goals. Use of primary/secondary research supports strategic marketing decisions. | Demonstrates expert knowledge and application of traditional media being used to support marketing campaign goals. Use of primary/secondary research supports system-level marketing decisions. |
| Evidence of ability to develop and manage promotion campaign           | <p>Developing and managing a promotion campaign should include evidence of...</p> <ul style="list-style-type: none"> <li>• Environmental and audience analysis.</li> <li>• Appropriate form of media selected based on campaign goals and needs.</li> <li>• Identifies KPIs, ROI, and budget.</li> </ul> | Submit an example of a campaign run to promote a fundraiser for the non-profit organization you volunteer for. | Demonstrates basic knowledge and application of a promotion campaign. Use of secondary research supports tactical marketing decisions.   | Demonstrates advanced knowledge and application of a promotion campaign. Use of primary/secondary research supports strategic marketing decisions.   | Demonstrates expert knowledge and application of a promotion campaign. Use of primary/secondary research supports system-level decisions.   |
| <b>CONTENT CREATION</b>  |  |  |  |  |   |
| Evidence of ability to develop original content.                       | <p>Developing original content should show evidence of...</p> <ul style="list-style-type: none"> <li>• Environmental and audience analysis.</li> <li>• Identifies goals and strategy.</li> </ul>   | Submit an example of a set of content you created specifically for a client project.                           | Demonstrates basic knowledge and application of content development to support tactical marketing decisions. Includes designs that are adequately creative and technically proficient. | Demonstrates advanced knowledge and application of content development to support strategic marketing decisions. Includes designs that are high quality and                                    | Demonstrates expert knowledge and application of content development to support system-level decisions. Includes designs that are high quality and  |



|  |   |  |  |   |   |
|--|---|--|--|---|---|
|  | <ul style="list-style-type: none"> <li>• Creative and unique designs.</li> </ul>  |  |  | include a moderate degree of technicality.  | include a high degree of technicality.  |
| Evidence of ability to curate text, visual, video, audio content   | <p>Curating text, visual, video, and audio content should include evidence of...</p> <ul style="list-style-type: none"> <li>• Imaginative creative content.</li> <li>• Attention to detail</li> <li>• Understanding of the product/service offer and audience being targeted.</li> </ul>  | Submit an example of a podcast series developed and recorded as part of a client project.                        | Demonstrates basic knowledge of the role curating text, visual, video, and audio content to support tactical marketing decisions.      | Demonstrates advanced knowledge of the role curating text, visual, video, and audio content to support strategic marketing decisions.   | Demonstrates expert knowledge of the role curating text, visual, video, and audio content to support system-level decisions.  |
| Evidence of currency in a variety of visual design tools, such as: |   |  |  |   |   |
| Adobe Photoshop  | <p>Expertise and skill in using Adobe Photoshop should include evidence of...</p> <ul style="list-style-type: none"> <li>• Imaginative content creation</li> <li>• Insightful use of specific software/program capacities.</li> <li>• Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination.</li> </ul> | Submit an example of an image you manipulated with various tools on the program.                                 | Demonstrates basic knowledge and application of the program. Includes designs that are adequately creative and technically proficient. | Demonstrates advanced knowledge and application of the program. Includes designs that are creative and unique to support marketing purposes and engage audiences. Designs are high quality and include a moderate degree of technicality. Alignment with the method of dissemination is clearly considered. | Demonstrates an expert knowledge and application of the program. Includes designs that are creative, insightful, and innovative to support marketing purposes and influence higher engagement with audiences. Designs are high quality that include a high degree of technicality and understanding of the functional affordances of the program. Alignment with the method of dissemination is evident and expertly implemented. |
| Adobe InDesign   | <p>Expertise and skill in using Adobe InDesign should include evidence of...</p> <ul style="list-style-type: none"> <li>• Imaginative content creation</li> <li>• Insightful use of specific software/program capacities</li> <li>• Attention to detail related to the technical parameters</li> </ul>  | Submit evidence of a pamphlet created for an upcoming fundraiser for a non-profit organization you volunteer at. | Demonstrates basic knowledge and application of the program. Includes designs that are adequately creative and technically proficient. | Demonstrates advanced knowledge and application of the program. Includes designs that are creative and unique to support marketing purposes and engage audiences. Designs are high quality and include a moderate degree of technicality. Alignment with the method of dissemination is clearly considered. | Demonstrates an expert knowledge and application of the program. Includes designs that are creative, insightful, and innovative to support marketing purposes and influence higher engagement with audiences. Designs are high quality that include a high degree of technicality and understanding of the functional affordances of the program. Alignment with the  |



|                   |  |   |  |   |   |
|-------------------|--|---|--|---|---|
|                   | of file generation and use parameters determined by the method of dissemination.   |   |  |   | method of dissemination is evident and expertly implemented.  |
| Adobe Illustrator | <p>Expertise and skill in using Adobe Illustrator should include evidence of...</p> <ul style="list-style-type: none"> <li>• Imaginative content creation</li> <li>• Insightful use of specific software/program capacities</li> <li>• Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination.</li> </ul> | Submit an example of a logo and/or icon you created through the program.              | Demonstrates basic knowledge and application of the program. Includes designs that are adequately creative and technically proficient. | Demonstrates advanced knowledge and application of the program. Includes designs that are creative and unique to support marketing purposes and engage audiences. Designs are high quality and include a moderate degree of technicality. Alignment with the method of dissemination is clearly considered. | Demonstrates an expert knowledge and application of the program. Includes designs that are creative, insightful, and innovative to support marketing purposes and influence higher engagement with audiences. Designs are high quality that include a high degree of technicality and understanding of the functional affordances of the program. Alignment with the method of dissemination is evident and expertly implemented. |
| Adobe XD          | <p>Expertise and skill in using Adobe XD should include evidence of...</p> <ul style="list-style-type: none"> <li>• Imaginative content creation</li> <li>• Insightful use of specific software/program capacities</li> <li>• Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination.</li> </ul>          | Submit an example of an online class taken to learn and practice the program.         | Demonstrates basic knowledge and application of the program. Includes designs that are adequately creative and technically proficient. | Demonstrates advanced knowledge and application of the program. Includes designs that are creative and unique to support marketing purposes and engage audiences. Designs are high quality and include a moderate degree of technicality. Alignment with the method of dissemination is clearly considered. | Demonstrates an expert knowledge and application of the program. Includes designs that are creative, insightful, and innovative to support marketing purposes and influence higher engagement with audiences. Designs are high quality that include a high degree of technicality and understanding of the functional affordances of the program. Alignment with the method of dissemination is evident and expertly implemented. |
| Canva             | <p>Expertise and skill in using Canva should include evidence of...</p> <ul style="list-style-type: none"> <li>• Imaginative content creation</li> <li>• Insightful use of specific</li> </ul>   | Submit an example of a project report template you developed for a school assignment. | Demonstrates basic knowledge and application of the program. Includes designs that are adequately creative and technically proficient. | Demonstrates advanced knowledge and application of the program. Includes designs that are creative and unique to support marketing purposes and engage audiences. Designs are high quality and include a  | Demonstrates an expert knowledge and application of the program. Includes designs that are creative, insightful, and innovative to support marketing purposes and influence higher engagement with audiences.   |



|  |  |  |   |  |  |
|--|--|--|---|--|--|
|  | <p>software/program capacities</p> <ul style="list-style-type: none"> <li>• Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination.</li> </ul>  |  |   | <p>moderate degree of technicality. Alignment with the method of dissemination is clearly considered.</p>  | <p>Designs are high quality that include a high degree of technicality and understanding of the functional affordances of the program. Alignment with the method of dissemination is evident and expertly implemented.</p>   |
| Affinity Designer                          | <p>Expertise and skill in using Affinity Designer should include evidence of...</p> <ul style="list-style-type: none"> <li>• Imaginative content creation</li> <li>• Insightful use of specific software/program capacities</li> <li>• Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination.</li> </ul> | <p>Submit an example of a social media post you created using the program tools and functions.</p> | <p>Demonstrates basic knowledge and application of the program. Includes designs that are adequately creative and technically proficient.</p> | <p>Demonstrates advanced knowledge and application of the program. Includes designs that are creative and unique to support marketing purposes and engage audiences. Designs are high quality and include a moderate degree of technicality. Alignment with the method of dissemination is clearly considered.</p> | <p>Demonstrates an expert knowledge and application of the program. Includes designs that are creative, insightful, and innovative to support marketing purposes and influence higher engagement with audiences. Designs are high quality that include a high degree of technicality and understanding of the functional affordances of the program. Alignment with the method of dissemination is evident and expertly implemented.</p> |
| Inkscape                                   | <p>Expertise and skill in using Inkscape should include evidence of...</p> <ul style="list-style-type: none"> <li>• Imaginative content creation</li> <li>• Insightful use of specific software/program capacities</li> <li>• Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination.</li> </ul>          | <p>Submit an example of marketing materials made for your employer.</p>                            | <p>Demonstrates basic knowledge and application of the program. Includes designs that are adequately creative and technically proficient.</p> | <p>Demonstrates advanced knowledge and application of the program. Includes designs that are creative and unique to support marketing purposes and engage audiences. Designs are high quality and include a moderate degree of technicality. Alignment with the method of dissemination is clearly considered.</p> | <p>Demonstrates an expert knowledge and application of the program. Includes designs that are creative, insightful, and innovative to support marketing purposes and influence higher engagement with audiences. Designs are high quality that include a high degree of technicality and understanding of the functional affordances of the program. Alignment with the method of dissemination is evident and expertly implemented.</p> |
| Evidence of currency in a variety of video | <p>Expertise and skill in using PowerDirector 365</p>  | <p>Submit an example of a video created to use on social media to increase</p>                     | <p>Demonstrates basic knowledge and application of the program with content</p>   | <p>Demonstrates advanced knowledge and application of the program. Includes videos</p>   | <p>Demonstrates an expert knowledge and application of the program. Includes</p>   |



|  |   |   |  |  |   |
|--|---|---|--|--|---|
| <p>editing tools, such as:</p> <ul style="list-style-type: none"> <li>• PowerDirector 365</li> <li>• Adobe Premiere Pro</li> <li>• DaVinci Resolve</li> <li>• Corel VideoStudio Ultimate</li> <li>• Pinnacle Studio</li> <li>• Hitfilm Express</li> <li>• Adobe Premiere Elements</li> </ul> | <p>should include evidence of...</p> <ul style="list-style-type: none"> <li>• Imaginative creative content.</li> <li>• Insightful use of specific software/program capacities.</li> <li>• Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination.</li> </ul> | <p>engagement for your employer.</p>  | <p>that supports tactical marketing decisions. Includes videos that are adequately creative and technically proficient.</p>              | <p>that are creative and unique to support strategic marketing purposes and engage audiences. Videos are high quality and include a moderate degree of technicality.</p> | <p>videos that are creative, insightful, and innovative to support system-level purposes and influence higher engagement with audiences. Videos are high quality that include a high degree of technicality and understanding of the functional affordances of the program.</p> |
| <p>Evidence of ability to curate text, visual, video, audio content</p>  | <p>Curating text, visual, video, and audio content should include evidence of...</p> <ul style="list-style-type: none"> <li>• Imaginative creative content.</li> <li>• Attention to detail</li> <li>• Understanding of the product/service offer and audience being targeted.</li> </ul>  | <p>Submit an example of a podcast series developed and recorded as part of a client project.</p>      | <p>Demonstrates basic knowledge of the role curating text, visual, video, and audio content to support tactical marketing decisions.</p> | <p>Demonstrates advanced knowledge of the role curating text, visual, video, and audio content to support strategic marketing decisions.</p>                             | <p>Demonstrates expert knowledge of the role curating text, visual, video, and audio content to support system-level decisions.</p>   |
| <p>Evidence of ability to develop original content in two of the following mediums:</p>  |   |   |  |  |   |
| <p>Copywriting</p>   | <p>Expertise in copywriting should include evidence of...</p> <ul style="list-style-type: none"> <li>• Understanding of the product/service offer and audience being targeted.</li> <li>• Proficiency in grammar, spelling, and reading comprehension.</li> </ul>   | <p>Submit an example of a project summary you proofread and aligned the language on for a client.</p> | <p>Demonstrates basic knowledge and application of the role copywriting has in tactical marketing decisions.</p>                         | <p>Demonstrates advanced knowledge and application of the role copywriting has in strategic marketing decisions.</p>   | <p>Demonstrates expert knowledge and application of the role copywriting has in system-level decisions.</p>   |
| <p>Long-form writing</p>   | <p>Expertise and skill in longform writing should include evidence of...</p> <ul style="list-style-type: none"> <li>• Understanding of product/service offer</li> </ul>   | <p>Submit an example of a research paper you wrote as a school assignment.</p>                        | <p>Demonstrates basic knowledge and application of the role longform writing has in tactical marketing decisions.</p>                    | <p>Demonstrates advanced knowledge and application of the role longform writing has in strategic marketing decisions.</p>  | <p>Demonstrates expert knowledge and application of the role longform writing has in system-level decisions.</p>  |





|                |  |   |  |  |  |
|----------------|--|---|--|--|--|
|                | <p>and audience being targeted.</p> <ul style="list-style-type: none"> <li>• Proficiency in grammar, spelling, and reading comprehension.</li> </ul>   |   |  |  |  |
| Copy editing   | <p>Expertise and skill in copy editing should include evidence of...</p> <ul style="list-style-type: none"> <li>• Understanding of product/service offer and audience being targeted.</li> <li>• Proficiency in grammar, spelling, and reading comprehension.</li> </ul> | <p>Submit an example of a web copy you proofread and simplified for your employer.</p>        | <p>Demonstrates basic knowledge and application of the role copy editing has in tactical marketing decisions.</p>  | <p>Demonstrates advanced knowledge and application of the role copy editing has in strategic marketing decisions.</p>  | <p>Demonstrates expert knowledge and application of the role copy editing has in system-level decisions.</p>   |
| Graphic design | <p>Expertise and skill in graphic design should include evidence of...</p> <ul style="list-style-type: none"> <li>• Imaginative, creative content and attention to detail.</li> <li>• Content supports marketing goals and messaging.</li> </ul>                         | <p>Submit an example of a design you created and exported for a client project.</p>           | <p>Demonstrates basic knowledge and application of graphic design in a marketing context. Includes designs that are adequately creative and technically proficient to support tactical marketing purposes.</p> | <p>Demonstrates advanced knowledge and application of graphic design in a marketing context. Includes designs that are creative and unique to support strategic marketing purposes and engage audiences. Designs are high quality and include a moderate degree of technicality.</p> | <p>Demonstrates expert knowledge and application of graphic design in a marketing context. Includes designs that are creative, insightful, and innovative to support system-level purposes and influence higher engagement with audiences. Designs are high quality that include a high degree of technicality and understanding of the functional affordances of the program.</p> |
| Photography    | <p>Expertise and skill in photography should include evidence of...</p> <ul style="list-style-type: none"> <li>• Imaginative and creative content.</li> <li>• Storytelling through imagery that aligns with client/brand needs.</li> </ul>                               | <p>Submit an example of an event photography portfolio you took for clients.</p>              | <p>Demonstrates basic knowledge and application of photography in a marketing context. Includes imagery that is adequately creative and technically proficient to support tactical marketing purposes.</p>     | <p>Demonstrates advanced knowledge and application of photography in a marketing context. Includes imagery that is creative and unique to support strategic marketing purposes and engage audiences. Photographs are high quality and include a moderate degree of technicality.</p> | <p>Demonstrates expert knowledge and application of photography in a marketing context. Includes imagery that is creative, insightful, and innovative to support system-level purposes and influence higher engagement with audiences. Photographs are high quality that include a high degree of technicality.</p>  |
| Videography    | <p>Expertise and skill in videography should include evidence of...</p>  | <p>Submit an example of a video presentation recorded and edited for a school assignment.</p> | <p>Demonstrates basic knowledge and application of videography in a marketing context. Includes</p>  | <p>Demonstrates advanced knowledge and application of videography in a marketing context. Includes videos that</p>   | <p>Demonstrates expert knowledge and application of videography in a marketing context. Includes</p>   |



|  |  |   |  |  |   |
|--|--|---|--|--|---|
|  | <ul style="list-style-type: none"> <li>Imaginative and creative content.</li> <li>Storytelling through videos that aligns with client/brand needs.</li> </ul>  |   | videos that are adequately creative and technically proficient to support tactical marketing purposes.                         | are creative and unique to support strategic marketing purposes and engage audiences. Videos are high quality and include a moderate degree of technicality. | videos that are creative, insightful, and innovative to support system-level purposes and influence higher engagement with audiences. Videos are high quality that include a high degree of technicality. |
| Audio content (e.g., podcast, audio advertisements)              | <p>Expertise and skill in audio content should include evidence of...</p> <ul style="list-style-type: none"> <li>Identifies a marketing strategy that seamlessly weaves audio content into brand needs</li> <li>Identifies hosting and distribution methods (e.g., radio, Spotify)</li> </ul>                | Submit an example of a sponsorship advertisement you wrote and had recorded for your employer.      | Demonstrates basic knowledge and application of using audio content to support tactical marketing purposes.                    | Demonstrates advanced knowledge and application of using audio content to support strategic marketing purposes.  | Demonstrates expert knowledge and application of using audio content to support system-level purposes.  |
| Evidence of ability to manage print media process                | <p>Managing the print media process should include evidence of...</p> <ul style="list-style-type: none"> <li>Identifies and communicates the product/service offer.</li> <li>Identifies distribution channels, timeline, and budget.</li> </ul>  | Submit an example of a brochure you helped develop for a non-profit organization you volunteer for. | Demonstrates basic knowledge and application of the print media process to support tactical marketing purposes.                | Demonstrates advanced knowledge and application of the print media process to support strategic marketing purposes.  | Demonstrates expert knowledge and application of the print media process to support system-level purposes.  |
| Evidence of ability to provide feedback to creative team members | <p>Providing feedback to creative team members should include evidence of...</p> <ul style="list-style-type: none"> <li>Thoughtful and constructive recommendations that contribute to marketing goals and objectives.</li> <li>Reflection on content, attention to detail, colours, design, etc.</li> </ul> | Submit an example of a feedback loop you participated in with a school assignment.                  | Demonstrates basic knowledge of the type of feedback a creative team requires in order to support tactical marketing purposes. | Demonstrates advanced knowledge of the type of feedback a creative team requires in order to support strategic marketing purposes.                           | Demonstrates expert knowledge of the type of feedback a creative team requires in order to support system-level purposes.   |
| Evidence of ability to integrate client                          | Integrating client feedback into content   | Submit an example of client feedback that   | Demonstrates basic knowledge and application   | Demonstrates advanced knowledge and application of   | Demonstrates expert knowledge and application   |



|   |   |   |   |  |  |
|---|---|---|---|--|--|
| feedback into content development   | development should include evidence of... <ul style="list-style-type: none"> <li>• Clear changes that show more alignment with the client’s brand, product, or service.</li> </ul>  | shows their satisfaction in delivering the content they asked for.  | of integrating client feedback into content development.  | integrating client feedback into content development. Changes align with strategic marketing purposes.   | of integrating client feedback into content development. Changes align with system-level purposes.   |
| <b>OTHER</b>  |   |   |   |  |  |
| Evidence of ability to conduct customer personas                          | Developing customer personas should include evidence of... <ul style="list-style-type: none"> <li>• Ability to identify demographics, behaviouristics, psychographics, and geographics.</li> <li>• Ability to determine lifestyles and workstyles with personality profiles, including potential goals and pain points.</li> </ul> <p>Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions.</p> | Submit an example of a customer persona developed for a school assignment.  | Demonstrates basic knowledge and the application of customer personas in a marketing context. Creates generic personas that incorporate a combination of demographics, geographics, and behaviouristics. The personas contribute to tactical marketing decisions. | Demonstrates advanced knowledge and the application of customer personas in a marketing context. Creates detailed personas incorporating a combination of demographics, geographics, behaviouristics, and psychographics. Persona includes lifestyle, workstyle, pain points, and goals. The personas guide marketing decisions.     | Demonstrates expert knowledge and the application of customer personas in a marketing context. Creates an increasingly detailed persona incorporating a combination of demographics, geographics, behaviouristics, psychographics. Persona includes lifestyle and workstyle, goals, and pain points. The personas guide system-level decisions.                          |
| Evidence of ability to develop and manage marketing metrics and analytics | Developing and managing marketing metrics and analytics should include evidence of... <ul style="list-style-type: none"> <li>• Ability to interpret analytic programs that include reach, engagement levels, conversion rate by channel, click-rate, and customer lifetime value (CLV).</li> </ul> <p>Identifies the ROI and marketing goals.</p>   | Submit an example of how marketing metrics and analytics were used and a description of what they mean to the client. | Demonstrates basic knowledge of the role metrics and analytics play in a successful marketing campaign. Identifies engagement levels within the local area through analytic programs.   | Demonstrates advanced knowledge of the role metrics and analytics play in a successful marketing campaign. Identifies national and local engagement levels and reach through analytic programs. Identifies which channels are most effective to achieve goals and result in a stronger ROI. Offers direct marketing recommendations. | Demonstrates expert knowledge of the role metrics and analytics play in a successful marketing campaign. Identifies global, national, and local engagement levels and reach through analytic programs. Identifies which channels are most effective to achieve marketing goals, increase click-rates, and result in a stronger ROI. Offers system-level recommendations. |