

Final Project Overview

BA 436/536 Final Project Specifics

1. All website content is edited and up to professional standards as discussed for mid-term.

2. Video

- Specifics
 - 4 – 5 minutes
 - Titled: "Your Name Top 10 Takeaways"
 - Ten different topics - anything that you've learned in class throughout the semester. (videos watched, articles read, guest speakers etc)
 - Clearly define the topics. i.e. mobile marketing best practices.
 - How you believe it will benefit you in the future.
 - Be creative
 - Upload Sunday Night June 10th by midnight to your website blog page.
 - ADD 100-150 descriptive text and a link for bonus points.

Grading for Final Project | 100 points total

30 pts for website

30 pts for video specifics being met

40 pts for creativity/engaging content