



ASSESSMENT CRITERIA

Module " Digital marketing skills for Spa and Wellness products and services "

Intended Learning outcomes	Demonstration indicators (based on real work situations)	Levels of the Achieved Learning Outcomes		
		Satisfactory/pass (needs constant guidance and instruction)	Good (able to perform according to instructions)	Excellent (able to work independently and creatively)
The graduate is able to:				
1. use text editor programs to create texts for Spa and Wellness products	- optimal use of a text editing program (all the necessary features of the program are used)	- knows the basic features of the text editor program - participates with small tasks in group projects - does research and provides the necessary information	- doesn't struggle with application of his/her knowledge in text editor programs - participates in the organization and task distribution in group projects - implements the gathered information in the text editor program	- demonstrates excellent skills in text editing - demonstrates problem analysing and solving skills; main responsible for task distribution in group projects - helps others within a group
2. create and maintain a website for a Wellness and Spa institution	- WordPress website is built from scratch - WordPress website is optimized in order to be attractive and	- knows the basics to create a website in WordPress - can change information on Wordpress	- knows how to set up WordPress site with all the necessary features - can propose different details aiming to optimize the	- builds a whole website on WordPress by him-/herself - Formulates and voices original ideas to share with

	functional at the same time	- can check other websites of Spa and Wellness institutions in order to do improvements and be up to date with the new trends	website and reach a higher standard - after research done, can instantly insert the new trends to the website	colleagues - is thoughtful regarding the expectations and actual realisation - properly estimates the time needed to build a website, therefore is able to organise the whole process in a team
3. create a survey	- the questions are accurate and well graded - the survey is visible on the website and/or pops-up in appropriate manner	- knows exactly what kind of information is necessary to the client - knows how to integrate a survey in a website	- can define the target audience - knows how to systematize questions in the survey to reach his/her goal	- elaborates and integrates the survey on the website considering the target audience, goal, period etc. - prioritise goals and does research in advance - analyses and does report related to the collected data
4. create a Facebook page	- a business page is registered on Facebook - the necessary information is inserted - the colours and photos are appropriate - there are followers to the	- can create a Facebook business page - knows how to post texts, pictures, and videos	- can maintain and improve a Facebook business page applying changes if necessary (to colours, pictures, videos) so that the page become more attractive	- applies algorithms on social networks to attract more followers - examines specific trends - creates strategies and applies them to the haters on the page

	<p>page</p> <ul style="list-style-type: none"> - the Facebook page is up to date – posts, photos, videos, messages etc. 			
5. do research on social networks using keywords	<ul style="list-style-type: none"> - knowledge of the function of algorithms of social networks (to reach a larger number of potential customers) 	<ul style="list-style-type: none"> - knows what a key word is and can use it - can define a target goal - knows the channels for doing the research 	<ul style="list-style-type: none"> - can choose between quantitative and qualitative data depending on the main goal 	<ul style="list-style-type: none"> - can use the right key words and the right tools - applies data cleaning - builds the necessary strategy and exposes ideas
6. create real-time campaign	<ul style="list-style-type: none"> - a real time campaign is created using social media management tools and templates 	<ul style="list-style-type: none"> - knows and can use social media management tools and templates 	<ul style="list-style-type: none"> - can create customized videos on social networks and media to advertise products in real time - can create customized on-line games 	<ul style="list-style-type: none"> - can promote relevant products through multiple communication channels like email, SMS, push & pull notifications, etc. - can determine values of customers lifetime by predicting customer requirements based on existing information of purchase - can organize attractive on-line game including the product brand as a

				<p>key element</p> <ul style="list-style-type: none"> - can summarize the results of the game
<p>7. create e-mail marketing</p>	<ul style="list-style-type: none"> - presentation of spa products in email considering the main target's particularities 	<ul style="list-style-type: none"> - knows the e-mail marketing tools / software -uses formal language, following courtesy guidelines, but the final responsibility gets given to the team leader 	<ul style="list-style-type: none"> -knows how to use the e-mail marketing tools / software - writes personalized emails - demonstrates good presentation of the content. 	<ul style="list-style-type: none"> - demonstrates full understanding of e-mail marketing strategy - applies persuasive behaviour, using the appropriate vocabulary and visual elements to build a relationship with a potential customer (attractive text; nice, clear, and colourful pictures and/or videos) - does email testing - can prepare a schedule for the period of validity of the campaign - can analyse the results.