Podcast: Science of Social Media, February 18, 2019, How Nike, Square, Blenders Eyewear, and Other Top Brands Approach Instagram Marketing in 2019

Description	Listen to the podcast and write an essay response and answer the questions below. Provide your analysis for how these well known brands use Instagram to communicate their company's messages and brand.
Resources	How Nike, Square, Blenders Eyewear, and Other Top Brands Approach Instagram Marketing in 2019 (Links to an external site.) (For non-iTunes users, you can find this podcast on https://buffer.com/podcast (Links to an external site.) , search for the title of this podcast. You can choose a non-Apple based podcast player)

Assignment Expectations	Length: 2-3 pages, double spaced (not including cover and references)
	1. Summarize this topic
	2. Answer the questions
	1. What are the important aspects to social media marketing on Instagram according to these successful brands?
	2. How the strategies between these brands similar and different?
	3. What unique marketing tools did you learn from this podcast that you did not already know
	4. How can you see the future of marketing communication with platforms such as Instagram?
	5. Conclusion
	3. Cover page and references page, please cite any materials used including the above resources (APA or MLA format is acceptable)

Written Assignment

Criteria		Rating			Pts
This criterion is linked to a Learning Outcome Content and Analysis	25 to >19.0 pts Exemplary=A (Far Exceeds Standard) Content indicates synthesis of ideas, in depth analysis and evidences original thought and support for the topic	19 to >13.0 pts Above Average=B (Exceeds Standard) Content indicates original thinking and develops ideas with sufficient and firm evidence.	13 to >1.0 pts Adequate=C (Meets Standard) Content indicates thinking and reasoning applied with original thought on a few ideas.	1 to >0 pts Inadequate=D (Below Standard) Shows some thinking and reasoning but most ideas are underdeveloped and unoriginal.	25 pts

Outcome Organization	15 to >11.0 pts Exemplary=A (Far Exceeds Standard) Writing shows a high degree of attention to logic and reasoning of points. Unity clearly leads the reader to the conclusion and stirs thought regarding the topic.	11 to >8.0 pts Above Average=B (Exceeds Standard) Writing is coherent and logically organized with transitions used between ideas and paragraphs to create coherence. Overall unity of ideas is present	8 to >1.0 pts Adequate=C (Meets Standard) Writing is coherent and logically organized. Some points remain misplaced and stray from the topic. Transitions evident but not used throughout the essay.	1 to >0 pts Inadequate=D (Below Standard) Writing lacks logical organization. It shows some coherence but ideas lack unity. Serious errors.	15 pts
This criterion is linked to a Learning Outcome Style and Format	7 to >5.6 pts Exemplary=A (Far Exceeds Standard) Meets all formal and assignment requirements and evidenced attention to detail; all margins, spacing and indentations are correct; essay is neat and correctly assembled with professional look.	5.6 to >4.2 pts Above Average=B (Exceeds Standard) Meets format and assignment requirements; margins, spacing, and indentations are correct; essay is neat and correctly assembled	4.2 to >1.4 pts Adequate=C (Meets Standard) Meets format and assignment requirements; generally correct margins, spacing, and indentations; essay is neat but may have some assembly errors.	1.4 to >0 pts Inadequate=D (Below Standard) Fails to follow format and assignment requirements; incorrect margins, spacing and indentation; neatness of essay needs attention.	7 pts
This criterion is linked to a Learning Outcome Grammar and Mechanics	8 to >6.4 pts Exemplary=A (Far Exceeds Standard) Essay is free of distracting spelling, punctuation, and grammatical	6.4 to >4.8 pts Above Average=B (Exceeds Standard) Meets format and assignment requirements; margins,	4.8 to >1.6 pts Adequate=C (Meets Standard) Meets format and assignment requirements; generally correct	1.6 to >0 pts Inadequate=D (Below Standard) Fails to follow format and assignment requirements; incorrect margins,	8 pts

	errors; absent of fragments, comma splices, and run-ons.	spacing, and indentations are correct; essay is neat and correctly assembled.	margins, spacing, and indentations; essay is neat but may have some assembly errors.	spacing and indentation; neatness of essay needs attention	
					Total 55