

## OTA 212 Marketing Assignment – Weebly Web page

This assignment is worth 100 points.

**Guidelines:** Listen to the audio recording that introduces this topic. Review related resources. Follow the recommended sequence of activities to design and publish your Web page.

### Recommended sequence of activities

- Identify a target audience (who do you want to view your Web page)
- Determine what information you want to present on your Web page
- Locate appropriate content and images (review copyright information and include proper citations)
- Register for free Weebly account (<http://www.weebly.com/>)
- Create your Web page
- Submit Web page link to course Dropbox entitled “Web Page”
- Consider sharing link in your Diigo account

### Grading rubric:

Categories	Exemplary	Satisfactory	Unsatisfactory
<b>Content (Synthesis) (75 points possible)</b>	Content is directed toward a specific target audience; information is accurate and properly cited; no grammatical or spelling errors	Content is directed toward a specific target audience; one or two inaccuracies noted; information is properly cited; one or two grammatical or spelling errors	Multiple inaccuracies; absence of proper citations; multiple spelling and/or grammatical errors
<b>Webpage Design (25 points possible)</b>	Many elements of effective web design are present; balance of text and images; effective use of headings	Some elements of effective web design are present; text and images may be imbalanced; somewhat difficult to locate desired information	No elements of effective web design are present; page is cluttered and/or lacks structure