

# Course links

## [Become a Social Media Marketer](#)

# Learning Path Assessment

**Reflective Report 1500 words – Reflect the task in the reflective report of 1500 words which should reflect the deeper understanding of the topics, theories and analysis that have been learnt during the course. The conclusion and recommendations are highly expected for gaining organic reach and better customer engagement.**

## Travel Agency – Wild World

A Travel Agency wants to set the yearly online marketing plan for 2022.

- **Task 1 - Create a plan that includes the budget planning and the online activities and campaigns for the whole year, in addition to the content and posting strategy on social media.**
- **The aim of the company is to increase their sales and communication as their competitor are gaining more in communication and sales.**
- The agency uses the following tools:
  - MailChimp.com for sending to their own database (4,000 emails/month)
  - Shutterstock (350 images/month)
  - **Yearly budget: \$36,000**
  - The agency has offices in Dubai, Beirut and Barcelona, and has a website where people can search for flights, travel packages, special promotions and book online for the packages.
  - Platforms used: Facebook, Instagram and LinkedIn.

## Campaigns

- **The agency is planning to launch their summer packages and has a budget of \$4000 to promote them as follows:**
  - ❖ Beirut - Sharm El Sheikh | 3 Nights, 4 Days | \$540 – Expected Sales: 110
  - ❖ Spain – Dubai | 7 Nights, 8 Days | \$1400 – Expected Sales: 70
  - ❖ Dubai - Marmaris | 3 Nights, 4 Days | \$650 – Expected Sales: 150

*The \$4000 are included in the \$36,000 yearly plan as the Summer launching campaign. Prices include tickets, airport transfer, accommodation and taxes.*

Receive 5 ECTS credits in the following degrees:

- Bachelor in Business Administration (BBA)
- Master in Business Administration (MBA)

Cost CHF 99

### **Further questions**

Contact [SSBR Marketing](#) for more info.

### **Assessment submission**

Please send in word format to [SSBR Academics](#) mentioning LinkedIn Pathway in the title.