

## **Self-Assessment: Your evaluation of your artifact.**

### **Where did you create this artifact?**

I created this artifact as a paper for the class ICT 702-Seminar in ICT. This paper was based on the methods of future studies dealing with change in all its variety. I concentrated the research paper on digital marketing in Fortune 500 companies. This included social media, search engines, web feed, and blogs. This artifact was a part of the requirement of this course, yet it was the artifact I chose because it helped to me break down a subject of forecast and learn more about the industry and how things can influence it to change in the future.

### **What did you learn?**

After writing this research paper, I learned a great deal about learning how to understand change and to influence it. Understanding change means describing expected and other plausible future states, for which we need to prepare. Influencing change means to bring about the best possible future for ourselves and others given the time and resources we have available. People who understand the dynamics of change and the changes that are going on around them are not often surprised. People who then influence those dynamics toward their vision of a better future will have a greater chance of getting that better future.

### **How did you learn this?**

The process I used to create the artifact was typical of a research paper. I researched articles, peer reviewed papers, white papers and other resources to draw facts from them. After doing much research, I was able to gain a better understand of what digital marketing is and how it is being used in Fortune 500 companies. There are many different strategies when it comes to digital marketing and to continue keeping the consumers interested, organizations need to keep content fresh and up to date.

### **How will you apply this?**

I can apply what I learned by continuing to learn about forecasting, planning and the future of digital marketing. This does not just have to be within Fortune 500 companies anymore, but the process of forecasting and planning will come in handy in the future as technology is a forever changing industry. I can also apply what I learned about consumers and digital marketing and put it to use when I enter into my professional career.

### **What challenges & obstacles did you overcome?**

The biggest challenge I had while writing this research paper was the new process and concept of forecasting and planning. I have never used forecasting with two types of forecasts such as baseline and alternative. This was are to grasp at first, but with the help of the instructor and peers, I was able to learn a new concept.