

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

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

I created this artifact as a research proposal for the class INMT 700-Organizational Research Methods. This research proposal looks at the how not understanding social media marketing is causing small to medium sized businesses to miss the opportunity to engage customers.

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

After creating this research proposal, learned that it takes preparation and research to put a research proposal together. They follow specific rules such as APA formatting and rules on using human subjects in research. I also learned about how small to medium sized businesses are reluctant to use social media marketing because it does not have a high return on investment.

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

The process I used to create the research proposal was a combination of a research paper and following the template provided by the professor. Since there were strict APA format rules and research methods that need to be follow, it was helpful to have a template to follow. The graduate school as well as the library offered many great tools and services to help students with their thesis/research proposals.

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

I can apply what I learned by continuing to use the proper writing format and grammar I learned for this research proposal. This is a valuable artifact and it was a good experience to learn how to draft/write a proposal. I hope to be able to apply this in the future when working with businesses and proposing new ideas to company owners.

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

The biggest challenge I had while writing this research proposal was I have never written a research paper with so many specific formats and rules. It was hard to remember all the rules such as two spaces after every period. Another challenge was remember to have a citation for every idea that is not your own. Over the course of my education I have learned to draw conclusion on my own, but with the style of writing is was important to have a citation for ideas that were not fully yours to avoid any form of plagiarism.