Unit 1

**Activity 1-1 SMART Goals**

**Directions:** Complete the following goal-setting activity.

Welcome to your future. It is never too early to plan and never too late to start planning. As a marketing professional, you will want to reach for the stars. Setting goals can help you reach those stars. Your goals are what you aim for and plan to achieve. It might be something you want to do, be, or have at some point in the future. Your goals may be short term (less than three months), intermediate (three months to a year), or long term (more than one year).

Make your goals SMART goals. SMART stands for

**S = Specific**

*I want to earn an A in my English class first semester* is specific.

*I want good grades* is not specific.

**M = Measurable**

*I want to earn an A on daily assignments and tests* is measurable.

*I will work hard* is not measurable.

**A = Attainable**

*I will hand in my work on time and complete work assigned during class* is attainable.

*I will try to get my work done* does not imply attainability.

**R = Realistic**

*I will study for at least 4 hours per week and ask a friend to peer-edit my papers* is realistic.

*I will study for 4 hours every single day for this class* is not realistic.

**T = Timely**

*I will monitor my grades weekly and stay after class for help when necessary* gives a time frame.

*I will check my grades occasionally* does not give a time frame.

Complete the following.

1. Write two personal goals you want to accomplish this school year. These goals can be for your personal interests, such as to improve a stat in a sport or audition for a play. They may also be work or family related or any other personal-interest goal that may help when you are in a marketing career.

SMART Personal Goal

<<Place Answer Here>>

SMART Personal Goal

<<Place Answer Here>>

2. Write two professional goals that you want to achieve as a future marketing professional.

SMART Marketing Goal

<<Place Answer Here>>

SMART Marketing Goal

<<Place Answer Here>>

3. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_UnitActivity1-1.docx (i.e., JohnSmith\_UnitActivity1-1.docx).