

Grading Rubric Budget and Timetables

Your agency should put together two budgets: one for the event and one for the full year campaign. The event budget should include EVERY item that is needed for the event – including those that are/will be donated so the client can see what the event total would be without outside help. The campaign budget should cover all aspect of campaign activity.

In addition, you will put together three timetables: event, media and campaign. The event timetable should include before, during and after the event. The media timetable should include all channels, messages, and promotion dates for the entire year. The campaign timetable should include all campaign activities for the entire year.

Objective/Criteria	Exceptional	Satisfactory	Adequate	Needs Improvement	Deficient
	All required items are present and exceptionally completed.	The work has a few errors and may be missing some of the subtleties of the assignment.	A number of the components are superficially completed.	Failed to comprehend and apply materials or follow directions.	Did not complete at least 50% of the assignment competently.
1. Event Budget <ul style="list-style-type: none"> • Promotion/tickets/name badges • Venue/equipment rentals • Catering/refreshments (include supplies) • Entertainment/speaker • Staffing/security • Communications expenses • Prizes/giveaways/gift bags • Miscellaneous • Contingency Reserve 	8.0	7.4	7.1	6.3	5.8-0
2. Campaign Budget <ul style="list-style-type: none"> • Staffing (salaries, benefits, office) • Professional Fees (freelance, contractor) • Direct Program Costs (research, publicity, photo/video, advertising, controlled media, interactive media, events, distribution/communication, travel/entertainment, equipment/supply/software) • Contingency Reserve 	8.0	7.4	7.1	6.3	5.8-0
3. Event Timetable <ul style="list-style-type: none"> • Before (months/weeks) • During • After 	8.0	7.4	7.1	6.3	5.8-0
4. Media Timetable (specific tactic, key public, frequency, dates) <ul style="list-style-type: none"> • Public Media – Publicity • Public Media - Advertising • Controlled Media – Print • Controlled Media – Electronic • Interactive Media • Events • One-on-One Communications 	8.0	7.4	7.1	6.3	5.8-0
5. Campaign Timetable (monthly breakdown of	8.0	7.4	7.1	6.3	5.8-0

all campaign activities/tasks, see pages 314-315 of text)

6. Manship Essentials and AP Style	10.0	9.2	8.8	7.8	7.2-0
<ul style="list-style-type: none">• Style and content are appropriate for the target public(s).• Sentence structure.• Spelling and punctuation.• Accuracy.• Writing is interesting and informative.• Completeness: Reader is not left with any unanswered questions.• Style and format are appropriate for the medium you are using.• Content meets objectives.• Structure is appropriate: introduction, organization, transitions.• Grammar and syntax.					

Total (out of 50 points possible)