

**MC 4020**  
**Campaign Evaluation**

In this assignment you will each evaluate a PRSSA campaign assigned by the instructor and produce a summative report of the campaign. To answer the “how did the organization do” questions you will need to examine inputs, outputs, out-takes and outcomes of this event. The organization’s research, objectives, implementation report and campaign evaluation will be provided to you.

Remember, the organization has done it’s best to make itself look good. You need to look for places they need to improve.

Refer to this model for questions regarding methods for observing each item. The organization may not have used the correct method of evaluation – make sure to note this and state what they should have used (and what they likely would have found).

## ‘Pyramid Model’ of PR Research

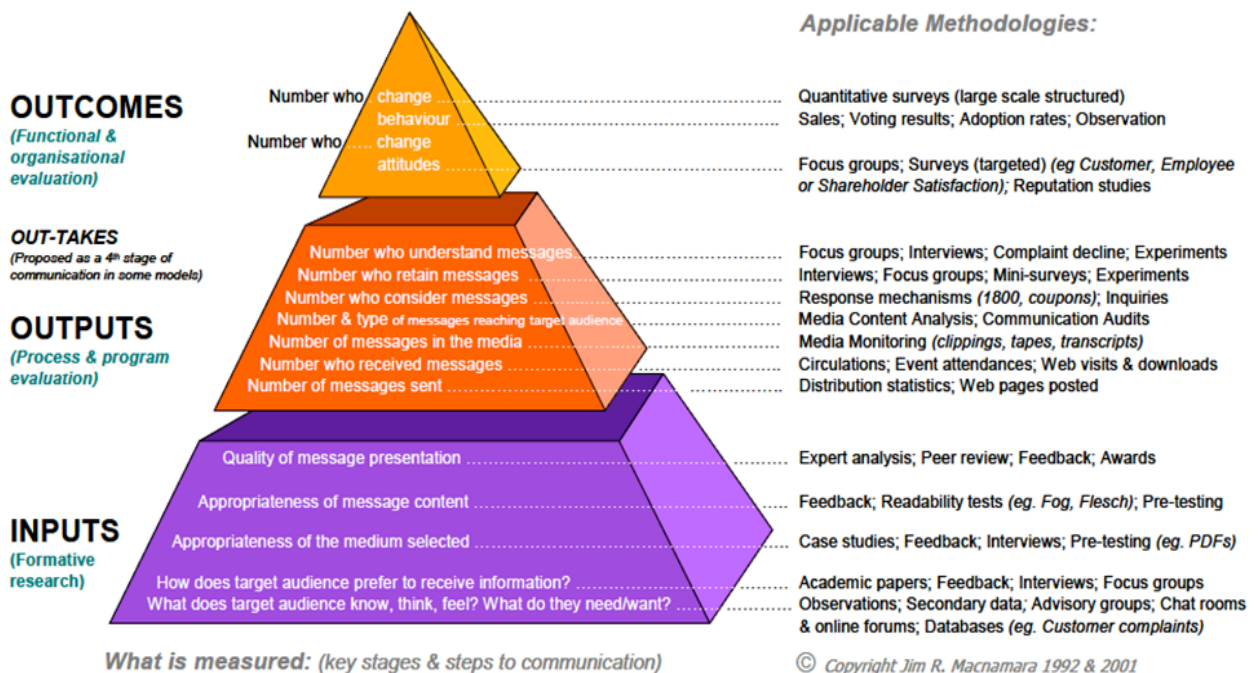


Figure 18. Pyramid Model of PR research (Macnamara, 1992; Revised 1999 and 2002).

Objective/Criteria	Exceptional  All required items are present and exceptionally completed.	Satisfactory  The work has a few errors and may be missing some of the subtleties of the assignment.	Adequate  A number of the components are superficially completed.	Needs Improvement  Failed to comprehend and apply materials or follow directions.	Deficient  Did not complete at least 50% of the assignment competently.
<p>1. How did the organization do when it comes to their Inputs (i.e., formative research)?</p> <ul style="list-style-type: none"> <li>• One formative research measure of your choice.</li> <li>• How would you measure this? (method)</li> <li>• Why this measure?</li> <li>• What would you likely find?</li> </ul>	8.0	7.4	6.9	6.3	5.8-0.0
<p>2. How did the organization do as far as their Outputs (i.e., process and program evaluation)?</p> <ul style="list-style-type: none"> <li>• Outputs (1 production measure of your choice)</li> <li>• How would you measure this? (method)</li> <li>• Why this measure?</li> <li>• What would you likely find?</li> </ul>	8.0	7.4	6.9	6.3	5.8-0.0
<p>3. How did the organization do as far as an Out-take (i.e., awareness and acceptance)?</p> <ul style="list-style-type: none"> <li>• Out-takes (1 awareness and/or acceptance measure of your choice)</li> <li>• How would you measure this? (method)</li> <li>• Why this measure?</li> <li>• What would you likely find?</li> </ul>	8.0	7.4	6.9	6.3	5.8-0.0
<p>4. How did the organization do as far as Outcomes (i.e., attitudes and behaviors)?</p> <ul style="list-style-type: none"> <li>• Outcomes (1 behavior and/or attitude measure of your choice)</li> <li>• How would you measure this? (method)</li> <li>• Why this measure?</li> <li>• What would you likely</li> </ul>	8.0	7.4	6.9	6.3	5.8-0.0

find?					
5. Summary.	8.0	7.4	6.9	6.3	5.8-0.0
<ul style="list-style-type: none"> <li>Compare the results of the campaign to the objectives set forth at the beginning of the event. Did the organization successfully meet those objectives?</li> <li>Based on your findings (references, NOT your gut) provide the organization with <i>research, objectives, strategy, tactics, and evaluation</i> suggestions for future campaigns.</li> </ul>					
6. Manship Essentials and AP Style	5	4.6	4.3	3.9	3.6-0.0
<ul style="list-style-type: none"> <li>Style and content are appropriate for the target public(s).</li> <li>Sentence structure.</li> <li>Spelling and punctuation.</li> <li>Accuracy.</li> <li>Writing is interesting and informative.</li> <li>Completeness: Reader is not left with any unanswered questions.</li> <li>Style and format are appropriate for the medium you are using.</li> <li>Content meets objectives.</li> <li>Structure is appropriate: introduction, organization, transitions.</li> <li>Grammar and syntax.</li> </ul>					
7. Format:	5	4.6	4.3	3.9	3.6-0.0
<ul style="list-style-type: none"> <li>12 pt. Times New Roman Font.</li> <li>1" page margins all around.</li> <li>No more than 4 pages single-spaced.</li> <li>Make sure to include citations for all information in APA format.</li> <li>Include cover page and reference page (will not count toward page</li> </ul>					

length).