

MC 4005 Grading Rubric Campaign Presentation & Plan Book

For the final campaign your group is required to complete one (1) special event (not a publicity stunt), create one (1) internal communication document (e.g., crisis communication plan, social media policy, social media plan, media training guide) and produce a minimum of ten (10) tactics total for the campaign - though most groups will complete more. Your event should serve as the kickoff for a full year campaign. The event should introduce the theme for the year. The remainder of your campaign book should serve as a blueprint for the client in carrying out the themed campaign for one year following your kickoff event.

You must utilize/produce a minimum of four (4) traditional (print/broadcast) media tactics within the 10 specified for this project. The research report, research instruments, budget and tables, communication audit, event plan, blog reflections and your group's agency style guide DO NOT COUNT as tactics.

Each agency will prepare two Campaign Books (one for me, one for client), which is a permanent record of the how the agency assisted the client in meeting its public relations goals and objectives. In addition to presentation of a final campaign book, each agency will do a 15-minute oral presentation of the campaign during one of the last class meetings. Please invite the client to that presentation and dress in business attire for the presentation.

Campaign Plan Books will not be returned at the end of the semester and may be used as examples in future classes.

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. Oral Presentation <ul style="list-style-type: none"> • Professionalism; • Presentation Design; • Presentation; Grammar/Spelling • Time Limits. 	20.0	18.6	17.2	15.8	14.4-0
2. Introduction <ul style="list-style-type: none"> • Overview of client, mission, history, culture of organization, finances, economic and political influences, public opinion. 	15.0	13.9	12.9	11.85	10.8-0
3. Research <ul style="list-style-type: none"> • Organization Research (performance, niche, structure, internal impediments, competition, opposition, external impediments) • Situation Research (background, consequences, resolution) • Publics Research- (ALL publics -- Limiters, Customers, Producers, Enablers) (Latent, Apathetic, Aware, Active) • Primary Research – (method, rationale/research behind using this method, summary of 	35.0	32.5	30	27.6	25.2-0

<p>questions asked, summary of important results - with tables/graphs)</p> <ul style="list-style-type: none"> • Conclusion - How do your secondary and primary research findings inform what you plan to do in the campaign? Situation Analysis Overview. Put key findings from Organization, Situation and Publics into SWOT Table. 					
<p>4. Description of Key Public(s)</p> <ul style="list-style-type: none"> • Narrow ALL publics down to key publics, list by priority (1st, 2nd, etc.) • Research for each Key Public – (Issues, Organization, Perception, Opinion, Communication, Demographics/Psychographics, Benefit Statement) 	15.0	13.9	12.9	11.85	10.8-0
<p>5. GOST</p> <ul style="list-style-type: none"> • Positioning Statement (<i>from Communication Audit research</i>) • Goal(s): 1-3, (identify if they are reputation, relationship or task goals) • Objectives (min. of 1 SMART for each goal): (identify if they are outcome - action, uptake acceptance or output - awareness) • Strategies (min. of 1 for each objective): (write in message, audience, channel format) • Tactics (min. of 1 for each strategy): (breakdown by channel under each strategy, tell who sent to, what it will say, etc.) – ALL Tactics listed must appear in appendix and vice versa, including internal communication tactic(s) 	35.0	32.5	30	27.6	25.2-0
<p>6. Implementation</p> <p>Strategic Approaches</p> <ul style="list-style-type: none"> • Actions (include event research and summary of Event Plan Memo here) • Communications (Overall Theme, Messages for each Key Public, Summary of Communication Audit findings, Summary of Creative Brief) • Channels (broad categories used) - Advertising, marketing, controlled, interactive, non-media (Rationale/research behind why each channel was used) • Specifics regarding Tactics created for client 	35.0	32.5	30	27.6	25.2-0

<ul style="list-style-type: none"> • Media Placement Schedule (Repetition, frequency, pattern – what, to who, when, where, how many times?) • Campaign Task Schedule (Timeline, Gantt Chart or Pert Chart) • Event Task Schedule (Timeline, Gantt Chart or Pert Chart) <p>Budgeting</p> <ul style="list-style-type: none"> • Campaign Budget (Personnel, Material, Media, Equipment and facilities, Program and production, Administrative, Donated items, 5-10% contingency fund) • Event Budget (Personnel, Material, Media, Equipment and facilities, Program and production, Administrative, Donated items, 5-10% contingency fund) 						
7.	Evaluation & Conclusion <ul style="list-style-type: none"> • Evaluation of your event • For each Objective (how evaluated/researched, exceeded/met/not met, table/graph showing results, suggestions for future) • Future recommendations/Stewardship suggestions • Conclusion (summary of campaign) 	20.0	18.6	17.2	15.8	14.4-0
8.	Campaign Book Format/Professionalism <ul style="list-style-type: none"> • Overall design; • Single spaced with double spaces between paragraphs; • Page numbers (except on cover); • Begin each section on a new page; • When possible use bulleted lists (parallel form and punctuated); • Consistent headings and pagination; • Title Page/Cover with agency, client, names, positions; • Table of Contents; • Executive Summary/Abstract. 	20.0	18.6	17.2	15.8	14.4-0
9.	Appendices <ul style="list-style-type: none"> • Sources (APA format) • Letter of Agreement • Primary Research Instrument(s) • Primary Research Results (ALL) • Communication Audit (edited) • Creative Brief (edited) • Event Plan Memo (edited) • Evaluation Instrument(s) • Evaluation Results (ALL) 	20.0	18.6	17.2	15.8	14.4-0

<ul style="list-style-type: none"> • Tactics completed for client (all items listed in tactics must be in appendix and vice versa, including internal communication tactic(s)) • Media Coverage, Event Photos, other items showing proof of work done • Class Presentation PowerPoint 					
10. Manship Essentials and AP Style	20.0	18.6	17.2	15.8	14.4-0
<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. 					
*Use past tense and cite sources!					
11. Campaign Creativity and Success & Event Creativity and Success	15.0	13.9	12.9	11.85	10.8-0
Total (out of 250 points possible)					