

Component	Desired Characteristics	Weighting
Introduction	<ul style="list-style-type: none"> • Clear understanding of the organization's reputational history, whether significant or not • Clear understanding of why reputation management is important for the organization in the present and into the future • Logical identification of the key audiences in consideration of the organization's reputation (i.e. which audiences' attitudes and perceptions matter most to the organization's reputation?) <ul style="list-style-type: none"> ◦ Selection seems appropriate for the type of organization and the industry in which it operates 	15%
Part 1: Audit Plan	<ul style="list-style-type: none"> • For each key audience, logical source(s) that will be used to determine the organization's reputation from that audience's perspective <ul style="list-style-type: none"> ◦ If one source can provide a balanced/unbiased perspective, one is enough; otherwise, more than one source is required • Brief explanations of how sources are expected to provide insights 	20%
	<ul style="list-style-type: none"> • Sources to develop an inventory of the company's tools and resources to influence its reputation <ul style="list-style-type: none"> ◦ Consideration of the company's owned (e.g. company website, social media), earned (e.g. media relations), and paid (e.g. advertising) sources, if it uses them • Brief explanation of how the chosen sources are expected to provide insights into the organizations reputation 	10%
Part 2: Reputation Audit	<ul style="list-style-type: none"> • Outline and analysis of organization's reputation with each key audience • Summary of findings – and synthesized into a judgment of Poor, Weak, Average, Strong, or Exemplary reputation overall <ul style="list-style-type: none"> ◦ Any approach to rating is acceptable; no specific rating scale required 	20%
	<ul style="list-style-type: none"> • Overall recommendations for the organization to repair, improve, or reinforce its reputation with key audiences <ul style="list-style-type: none"> ◦ Can be organized in any logical way (e.g. structured by audience; or by key themes; or by channels; or...) ◦ High-level approach (vs. deep details) is acceptable, as long as it is applied to the organization and not generic 	15%
Conclusion	<ul style="list-style-type: none"> • Solid insights and/or takeaways about planning and then implementing an audit • Focused on the challenges and successful strategies or tactics employed by the student in completing this assignment 	10%
References and professionalism	<ul style="list-style-type: none"> • Proofreading! • Meets Written Assignment Standards • At least 8 distinct sources in research • Consistent APA-style citations and references list • Optional Appendices (if used, they must add value to the report) 	10%