

Component	Desired Characteristics	Weighting
<b>State of the Marketplace and the Organization's Business</b> (i.e. Situation Analysis and Context; Highlights from your research)	<ul style="list-style-type: none"> <li>• Clear understanding of relevant customer and market trends</li> <li>• Clear understanding of competitors' marketing PR initiatives and overall approach (relevant strengths and weaknesses)</li> <li>• Clear understanding of the macro context in which the organization is trying to succeed</li> <li>• Clear understanding of the organization's relevant strengths and weaknesses (especially helpful if framed in the context of the other insights from the research)</li> </ul>	20%
<b>Problem (or Opportunity) Statement</b> (i.e. Goal for the plan)	<ul style="list-style-type: none"> <li>• Clear focus for the Marketing PR Proposal: why does the organization need this now? What problem or opportunity will the plan seek to address?</li> <li>• Should flow logically from the State of the Marketplace and the Organization's Business section</li> </ul>	25%
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>• Clear target audience/segment in mind for the Marketing PR initiatives               <ul style="list-style-type: none"> <li>◦ Clear understanding of their status with the organization: pro/con; user/non-user; loyalty; etc.</li> </ul> </li> </ul>	
<b>Story and Key Messages</b> (i.e. positioning)	<ul style="list-style-type: none"> <li>• Clear, cohesive storyline for all parts of the proposal, across its timeline</li> <li>• Key message(s) clearly defined</li> </ul>	
<b>The Proposal</b> (The major part of this assignment)	<ul style="list-style-type: none"> <li>• Integrated outline of the Marketing PR plan:               <ul style="list-style-type: none"> <li>◦ Specific tools/components</li> <li>◦ Categorization of owned, earned, and/or paid</li> <li>◦ Consideration of amplification: how to encourage sharing and leveraging (and with/by whom)?</li> <li>◦ Specific methods for measurement and evaluation, linked to the various tools/parts of the plan</li> </ul> </li> <li>• A timeline is ideal (can be an appendix)</li> <li>• Integration/coordination of all elements is clear</li> </ul>	40%
<b>Conclusion</b>	<ul style="list-style-type: none"> <li>• Insightful thoughts about having completed the research and/or developed the plan (i.e. can refer to the plan itself and/or the process of developing it)</li> </ul>	15%
<b>Appendices (Optional)</b>	<ul style="list-style-type: none"> <li>• If used, they add value to the report</li> <li>• Clearly linked in the body of the report</li> <li>• Captioned or briefly explained in each appendix</li> </ul>	
<b>References</b>	<ul style="list-style-type: none"> <li>• At least 8 distinct sources in research</li> <li>• Consistent APA-style citations and references list</li> </ul>	
<b>Professionalism</b>	<ul style="list-style-type: none"> <li>• Proofreading!</li> <li>• Meets Written Assignment Standards</li> </ul>	