

Strategies of Public Relations
Public Relations Case Study Presentation
Grading Rubric
Dr. Farbman

Key Components	Novice (0-7 pts)	Intermediate (8-14 pts)	Expert (15 pts)
Content			
Overview	Lack of introduction and overview. Little to no background on the case. Issues are nonexistent or poorly explained.	Overview is basic, missing information and stoic. Issues are presented but do not fully summarize the basis of the case.	Overview includes an introduction and welcome, is enthusiastic and warm. Brief case background demonstrates team's knowledge of case. Issues are summarized and easily understood by the audience, and demonstrate team's knowledge of the case.
Research	Research explained is irrelevant and does not support the case.	Research is presented and relevant however it is straight from the book and lacks creative team input.	Research is presented succinctly, logically, and is robust, combines both what is in the case study and what the team would do differently.
Audiences	Audience fragmentation is nonexistent or weak, fails to prioritize audiences based on clients' problems	Audiences are fragmented, but critical information is not fully developed and explained.	Internal and external audiences are clearly and thoughtfully fragmented, ranked, described, and are relevant to the case.
Objectives	Lack of clearly defined and measurable objectives.	Objectives are tactical in nature, not strategic; measurable but are not clearly defined; objectives do not fully reflect case.	Objectives are clearly defined, strategic, clearly stated, and directly reflect the case.
Strategies	Strategies are tactical in nature, not strategic and lack connection to larger objectives.	Strategies utilize key language in their framing (ex.: generate, inform, influence, position, educate, persuade, respond), but fail to fully connect to larger relevant objectives.	Strategies are clearly tied to relevant larger objectives, utilize key language in their framing, and demonstrate team's understanding of the case as well application of strategic PR planning.
Tactics	Tactics do not connect to larger strategies and fail to draw from primary research.	Tactics are present, connect to larger strategies, but are not well explained and difficult for client to envision the idea.	Tactics are well thought out and connect to relevant strategies.

Evaluative Research	Evaluative research is basic and does not connect to larger objectives.	Evaluative research is straight from the book and lacks team's creative solutions.	Evaluative research clearly and succinctly outlines the research conducted to measure success and includes the team's recommendations if done differently. Proposed measurements are clearly tied to larger objectives and are relevant to proposed strategies and tactics.
Q&A	Q&A is haphazard and unorganized. Team does not address audience questions.	Team addresses questions, but there is trouble soliciting questions and having a large group discussion.	Team clearly prepared for Q&A by planting three relevant questions in advance, lead robust audience discussion and address questions professionally.
Presentation Professionalism	Students have no command of audience and fail to show public speaking skills and etiquette. Not all students in group contribute to presentation.	All students in group contribute to presentation, but public speaking skills could be stronger and team dynamic lacks confidence and enthusiasm.	Students have strong command of audience and clearly demonstrate masterful public speaking skills and a confident, enthusiastic team dynamic. All students in group contribute to presentation.
Logic	Presentation lacks logic and is difficult to follow. Audience easily loses interest.	Thoughts are logically delivered, but timing of various portions is not balanced. Strategies and tactics do not connect to related objectives.	Logically deliver thoughts, especially connecting strategies and tactics to related objectives. Timing of various portions is well balanced.
Supporting Materials Visual aids	Writing is cumbersome, poorly worded and grammatical errors are present; very little organization of thought and materials are poorly produced, difficult to understand.	Writing is clear and concise however there are some issues with being visually appealing and easy to follow.	Writing is clear, concise and error free. Materials are organized and visually appealing.