

Strategies of Public Relations
Public Relations Strategic Plan Final Presentation
Grading Rubric
Dr. Farbman

Key Components	Novice (0-14 pts)	Intermediate (15-24 pts)	Expert (25 pts)
Content			
Overview	Lack of introduction and welcoming of client; Lack of brief client history.	Overview is basic, missing information and stoic.	Overview includes an introduction and welcome, is enthusiastic and warm. Brief client history demonstrates team's knowledge of client.
Issues	Issues are nonexistent or poorly explained; do not create a strong foundation for the basis of PR plan.	Issues are presented but do not fully reflect team's knowledge of client's perceived communication problems.	Issues are summarized and easily understood by the client and the audience, create a firm foundation for basis of PR plan, and demonstrate team's knowledge of client and client's perceived communication problems.
Primary Research	Research explained is irrelevant and does not support the project.	Research is presented and relevant however could be a) more succinct highlighting the most important key findings, or b) more robust (missing important findings).	Research is presented succinctly, logically, and is robust with the most important key findings.
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 plan's goals and objectives.
Goals	Clearly defined and measurable goals are not explained or do not connect to client's problems.	Goals are minimalistic and need to be aspirational.	Goals are clearly defined and aspirational, clearly stated and address the client's problems/issues.
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 meet the needs of the client.	Objectives are clearly defined, strategic, clearly stated, and address the client's problems/issues.

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 how to communicate to reach objectives.
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. Samples from media kit are included in visual aids and/or handouts to help client realize the team's vision.
Evaluative Research	Evaluative research is basic and does not connect to larger objectives.	Evaluative research outlines recommended research, but is not succinct, and does not fully connect to larger objectives.	Evaluative research clearly and succinctly outlines the recommended research the client should conduct at the conclusion of plan implementation to measure success. 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 client and 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, are not dressed professionally, 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, are dressed professionally, 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. Client and audience easily lose 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 & handouts	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.