Judging Rubric for Marketing 1-2 (campaigns)

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| **Criteria** | **Above Average – Excellent** | **Average** | **Poor – Fair** | **Points Earned** |
| **Integrated strategic plan—25%** |
| (25 points) | Strategic plan is evident throughout all elements of the campaign. Tactics and tools are strategic and purposeful, and clearly aligned with campaign goals or objectives. Campaign evaluation/measurement included in the plan.(16 to 25 points) | Some strategic elements are present.(11 to 15 points) | Little or no evidence of a strategic approach to the campaign and its elements is provided.(0 to 10 points) |  |
| **Development/execution—50%** |
| (50 points) | Campaign is well developed and executed. (31 to 50 points) | Campaign development and execution are sufficient.(21 to 30 points) | Campaign development and execution are lacking.(0 to 20 points) |  |
| **Impact—25%** |
| (25 points) | Effectively achieved campaign goals.(16 to 25 points) | Somewhat achieved campaign goals.(11 to 15 points) | Did not achieve campaign goals, or no evaluation. (0 to 10 points) |  |
| **Total points** |  |
| **Rank (Gold/Silver/Bronze/None)** |  |