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)** | | | |  |