

29-360- PR Principles
 Campaign - Grading Form

Name _____

This form will be used to grade your public relations campaign plan.

	Points	Comments
Introduction describing campaign purpose. State your purpose as a problem. In your introduction give an overview of your campaign plan.	/5	
Background information about your problem and your campaign.	/10	
In the background information include information from the findings of your research.	/5	
List objectives of the campaign. Objectives should state a specific change in opinion or behavior, indicate level of accomplishment, identify the audience, and set a timeline.	/10	
List strategies for achieving the campaign objectives.	/10	
List specific tactics for achieving the campaign strategies.	/10	
Provide a timeline for implementing campaign tactics.	/5	
Provide a budget for the campaign.	/5	
Describe how to evaluate how the campaign achieves its objectives.	/5	
Conclusion summarizing your key points from your paper.	/5	
Proper citations and bibliography.	/10	
Paper is formatted using headings and tables as appropriate.	/10	
Correct grammar and spelling.	/10	
TOTAL	/100	

Comments: