

29-360- PR Principles  
Research Paper - Grading Criteria

Names \_\_\_

This is the research portion of your public relations campaign.

	Points	Comments
Introduction describing the purpose of your paper and telling how you will develop your paper.	/5	
Problem statement: what you are trying to find out from your research. This could be included in your introduction.	/5	
Background information about your problem and your campaign.	/15	
Description of methodology used to do your research.	/15	
Findings from the research.	/15	
Discussion of findings showing how they will affect your PR campaign.	/15	
Conclusion summarizing your key points from your paper.	/5	
Appendix that includes instrument used to do your research.	/5	
Proper citations and bibliography.	/10	
Paper is formatted using headings and tables as appropriate.	/10	
Correct grammar and spelling.	/10	
TOTAL	/100	

Comments:

Thanks, John