

# BUS 5363 IMC Project - Scoring Rubric

Company:	Date:
Names:	

Part	Component	Possible	Actual	Notes
<b>Part 1</b>	<b>Executive Summary</b>			3-4 pages
	1 Executive Summary	40		
	<b>Part 1 Points</b>	<b>40</b>		
<b>Part 2</b>	<b>Competitive Environment</b>			6-8 pages
	1 Organizational Situation	10		
	2 Market Research	20		
	3 SWOT Analysis	20		
	<b>Part 2 Points</b>	<b>50</b>		
<b>Part 3</b>	<b>IMC Strategy</b>			6-8 pages
	1 Organizational Identity	10		
	2 IMC Objectives	10		
	3 Marketing Strategy	10		
	4 Positioning and Target Audiences	10		
	5 Creative Brief	10		
	<b>Part 3 Points</b>	<b>50</b>		
<b>Part 4</b>	<b>IBP Initiatives</b>			12-16 pages
	1 Advertising in Mass Media	20		
	2 Digital and Social Media	20		
	3 Public Relations	20		
	4 Choice	20		
	5 Choice	20		
	<b>Part 4 Points</b>	<b>100</b>		
<b>Part 5</b>	<b>Conclusion</b>			3-4 pages
	1 Conclusion and recommendations	30		
	<b>Part 5 Points</b>	<b>30</b>		
<b>Part 6</b>	<b>Report Format &amp; Adjustments</b>			
	1 References and citations	10		
	2 Grammar, adherence guidelines	10		
	3 Adjustments	0		
	<b>Part 6 Points</b>	<b>20</b>		
<b>Part 7</b>	<b>Oral Presentation</b>			25-35 minutes
	1 Organization & content	35		
	2 Professional manner & delivery	15		
	3 Audiovisual quality & creativity	10		
	<b>Part 7 Points</b>	<b>60</b>		
<b>Total Points</b>		<b>350</b>		

**Comments**