

## BUS622.W5A1.06.2022

## Description:

Total Possible Score: 7.00

|                                                                                                                                                                                                                                                                                 |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>Identifies an Integrated Marketing Communication (IMC) Campaign for the Mentor Company, and Chooses at Least Four Examples of That Campaign (at Least One Print and One Digital) Across Different Types of Media</b>                                                         | Total: 1.50 |
| Distinguished - Clearly and accurately identifies an IMC campaign for the mentor company, and chooses four or more examples of that campaign (at least one print and one digital) across different types of media.                                                              |             |
| Proficient - Identifies an IMC campaign for the mentor company, and chooses four examples of that campaign (at least one print and one digital) across different types of media. Minor details are missing, slightly unclear, or inaccurate.                                    |             |
| Basic - Partially identifies an IMC campaign for the mentor company, and chooses four examples of that campaign (at least one print and one digital) across different types of media. Relevant details are missing, unclear, and/or inaccurate.                                 |             |
| Below Expectations - Attempts to identify an IMC campaign for the mentor company, and chooses four examples of that campaign (at least one print and one digital) across different types of media.                                                                              |             |
| Non-Performance - The identification of an IMC campaign for the mentor company, and four examples of that campaign (at least one print and one digital) across different types of media are either nonexistent or lack the components described in the assignment instructions. |             |

|                                                                                                                                                                                                                                                                                                                                                   |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>Analyzes the Ad in Each Medium While Describing How the Medium's Unique Characteristics Are Being Used to Display the Ad and Explains Which Elements Unify the Campaign Across Different Media to Make It Count as an IMC</b>                                                                                                                  | Total: 1.50 |
| Distinguished - Thoroughly analyzes the ad in each medium while describing how the medium's unique characteristics are being used to display the ad, and comprehensively explains which elements unify the campaign across different media to make it count as an IMC.                                                                            |             |
| Proficient - Analyzes the ad in each medium while describing how the medium's unique characteristics are being used to display the ad, and explains which elements unify the campaign across different media to make it count as an IMC. Minor details are missing.                                                                               |             |
| Basic - Minimally analyzes the ad in each medium while describing how the medium's unique characteristics are being used to display the ad, and partially explains which elements unify the campaign across different media to make it count as an IMC. Relevant details are missing.                                                             |             |
| Below Expectations - Attempts to analyze the ad in each medium while describing how the medium's unique characteristics are being used to display the ad, and explain which elements unify the campaign across different media to make it count as an IMC; however, significant details are missing.                                              |             |
| Non-Performance - The analysis of the ad in each medium while describing how the medium's unique characteristics are being used to display the ad, and explanation of which elements unify the campaign across different media to make it count as an IMC are either nonexistent or lack the components described in the assignment instructions. |             |

|                                                                                                                                                                                                                                                                           |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>Identifies Another Marketing Communication Activity, Other Than Advertising, Describes It in Detail With a Link to a Visual Component of the Activity</b>                                                                                                              | Total: 1.00 |
| Distinguished - Clearly and accurately identifies another marketing communication activity, other than advertising, thoroughly describes it with a link to a visual component of the activity.                                                                            |             |
| Proficient - Identifies another marketing communication activity, other than advertising, describes it in detail with a link to a visual component of the activity. Minor details are missing, slightly unclear or inaccurate.                                            |             |
| Basic - Partially identifies another marketing communication activity, other than advertising, minimally describes it with a link to a visual component of the activity. Relevant details are missing, unclear, and/or inaccurate.                                        |             |
| Below Expectations - Attempts to identify another marketing communication activity, other than advertising, describes it in detail with a link to a visual component of the activity; however, significant details are missing, unclear, and inaccurate.                  |             |
| Non-Performance - The identification of another marketing communication activity, other than advertising, description in detail with a link to a visual component of the activity are either nonexistent or lack the components described in the assignment instructions. |             |

|                                                                                                                                                                                                                                                            |             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>Compares the Marketing Communication Activity to the IMC Campaign Identified, and Discusses to What Extent They Are Aligned and Would Tell the Same Story for the Brand, and One Strength and One Weakness of This Marketing Communication Activity</b> | Total: 1.25 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|

Distinguished - Thoroughly compares the marketing communication activity to the IMC campaign identified, and comprehensively discusses to what extent they are aligned and would tell the same story for the brand, and one strength and one weakness of this marketing communication activity.

Proficient - Compares the marketing communication activity to the IMC campaign identified, and discusses to what extent they are aligned and would tell the same story for the brand, and one strength and one weakness of this marketing communication activity. Minor details are missing.

Basic - Minimally compares the marketing communication activity to the IMC campaign identified, and partially discusses to what extent they are aligned and would tell the same story for the brand, and one strength and one weakness of this marketing communication activity. Relevant details are missing.

Below Expectations - Attempts to compare the marketing communication activity to the IMC campaign identified, and discuss to what extent they are aligned and would tell the same story for the brand, and one strength and one weakness of this marketing communication activity; however, significant details are missing.

Non-Performance - The comparison of the marketing communication activity to the IMC campaign identified, and discussion of what extent they are aligned and would tell the same story for the brand, and one strength and one weakness of this marketing communication activity are either nonexistent or lack the components described in the assignment instructions.

### Written Communication: Control of Syntax and Mechanics

Total: 0.25

Distinguished - Displays meticulous comprehension and organization of syntax and mechanics, such as spelling and grammar. Written work contains no errors and is very easy to understand.

Proficient - Displays comprehension and organization of syntax and mechanics, such as spelling and grammar. Written work contains only a few minor errors and is mostly easy to understand.

Basic - Displays basic comprehension of syntax and mechanics, such as spelling and grammar. Written work contains a few errors which may slightly distract the reader.

Below Expectations - Fails to display basic comprehension of syntax or mechanics, such as spelling and grammar. Written work contains major errors which distract the reader.

Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.

### Written Communication: APA Formatting

Total: 0.50

Distinguished - Accurately uses APA formatting consistently throughout the paper with the application of scholarly sources to support the subject matter.

Proficient - Exhibits APA formatting throughout the paper with the application of scholarly sources to support the subject matter. However, a few minor errors are present.

Basic - Exhibits limited knowledge of APA formatting throughout the paper. However, layout does not meet all APA requirements.

Below Expectations - Fails to exhibit basic knowledge of APA formatting. There are frequent errors, making the layout difficult to distinguish as APA.

Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.

### Written Communication: Page Requirement

Total: 0.25

Distinguished - The length of the paper is equivalent to the required number of correctly formatted pages.

Proficient - The length of the paper is nearly equivalent to the required number of correctly formatted pages.

Basic - The length of the paper is equivalent to at least three quarters of the required number of correctly formatted pages.

Below Expectations - The length of the paper is equivalent to at least one half of the required number of correctly formatted pages.

Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.

### Written Communication: Resource Requirement

Total: 0.25

Distinguished - Uses more than the required number of scholarly sources, providing compelling evidence to support ideas. All sources on the reference page are used and cited correctly within the body of the assignment.

Proficient - Uses the required number of scholarly sources to support ideas. All sources on the reference page are used and cited correctly within the body of the assignment.

Basic - Uses less than the required number of sources to support ideas. Some sources may not be scholarly. Most sources on the reference page are used within the body of the assignment. Citations may not be formatted correctly.

Below Expectations - Uses an inadequate number of sources that provide little or no support for ideas. Sources used may not be scholarly. Most sources on the reference page are not used within the body of the assignment. Citations are not formatted correctly.

Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.

| Critical Thinking: Evidence                                                                                                                                                                       | Total: 0.50 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Distinguished - Employs persuasive and applicable information from scholarly sources to develop an ample analysis or synthesis of the topic. Viewpoints of experts are scrutinized thoroughly.    |             |
| Proficient - Employs applicable information from scholarly sources to develop an analysis of the topic.                                                                                           |             |
| Basic - Identifies applicable information from credible sources, but may neglect the application of such information toward the analysis of the topic.                                            |             |
| Below Expectations - Presents information from external sources, but such information may lack credibility and/or relevance. Neglects to apply such information toward the analysis of the topic. |             |
| Non-Performance - The assignment is either nonexistent or lacks the components described in the instructions.                                                                                     |             |

Powered by  WAYPOINT